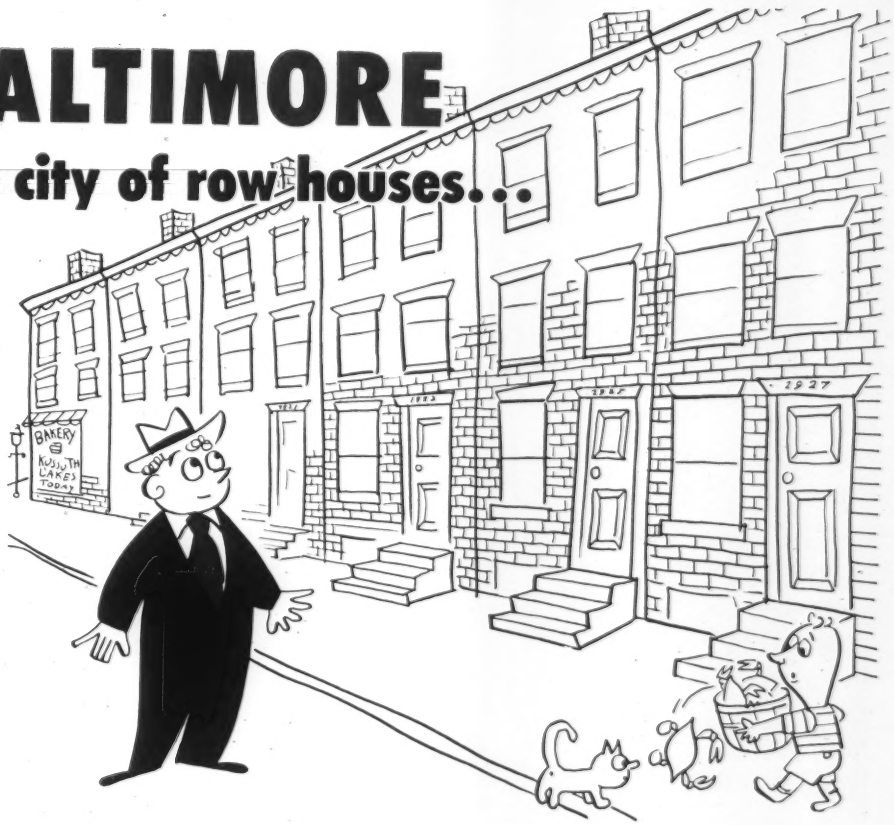
APRIL 19, 1954 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

23RD year

BALTIMORE
the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅛ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

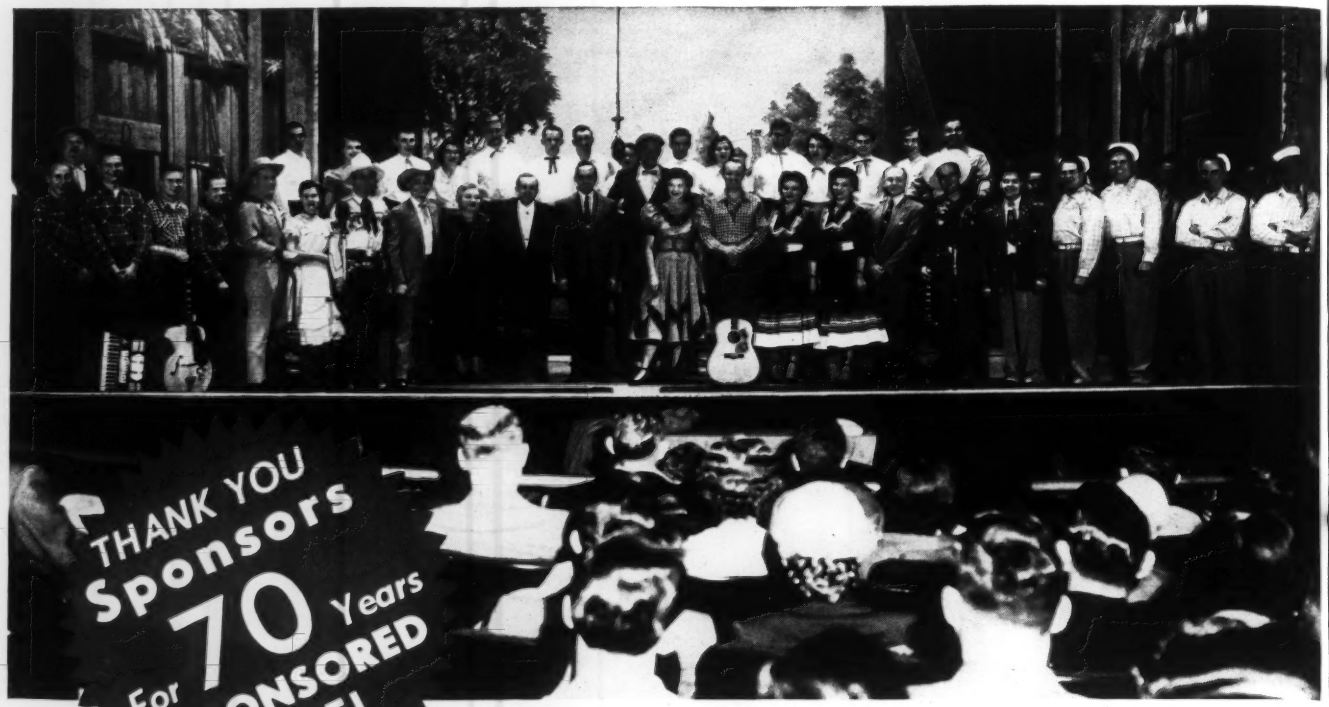
The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

THANK YOU from the National Barn Dance



THANK YOU Sponsors For 70 Years SPONSORED TIME!

SPONSORS	SINCE
KEYSTONE CO.	1933
WARP BROS.	1938
MILES LABORATORIES	1933
PHILLIPS PET. CO.	1944

Thank you—to midwest radio homes for thirty years of consistent and responsive listening. Thank you, too, to the many fine companies that have used this feature as a welcome guest to introduce their products into those homes.

The four companies listed here, alone represent seventy years of combined sponsorship of this popular program. During the next thirty years we will do our best to justify the continued confidence of these and others like them — and of the host of listeners in whose homes the National Barn Dance is a Saturday night must!

Now Full Time...
Starting Our 31st Year

WLS
The PRAIRIE FARMER STATION

890 K. C. 50,000 Watts ABC Affiliate Represented by BLAIR & CO.

WHK

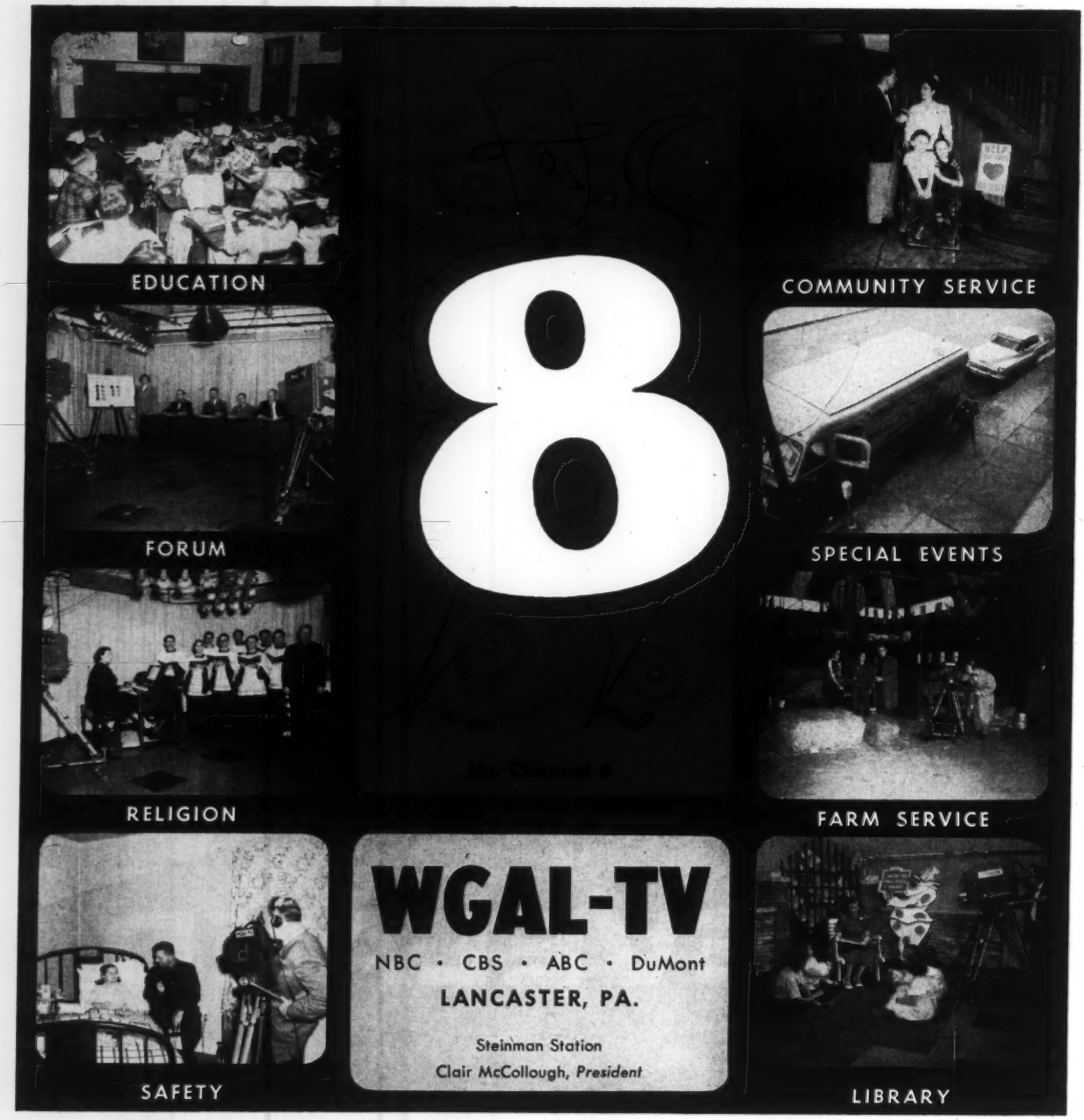
IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight *Channel 8* programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

ANY NOTION that FCC will reimpose tv freeze as requested by Ultra High Frequency Assn. (story page 48) appears remote indeed. Before last freeze was lifted, just two years ago last week, members of Congress were among most vociferous complainants and FCC felt it was under virtual mandate to thaw it as quickly as possible.

★ ★ ★

WITH RKO hoping to realize profit on "millions of dollars worth of theatrical films," it is not likely at moment, according to studio spokesman, that RKO's new ownership under Howard Hughes will release its backlog of films to tv "where they're selling pictures down the drain."

★ ★ ★

REVIVAL of project to eliminate present fm band (88-108 mc), to provide room for three television channels between existing low and high vhf band, is underway. In past, any such mention has aroused wrath of fm zealots, headed by late Maj. Edwin H. Armstrong. Proponents have contended this is way of relieving vhf congestion in metropolitan areas needing service. Aside from protest storm from fm licensees, other non-broadcast services have been casting covetous eyes on fm band.

★ ★ ★

PREPARING to enter the tv booster field, GE is measuring field strength for an unidentified Southern uhf tv station which has serious shadow problem within confines of its main coverage area. If tests show proposed "rim" site can receive station's signals in sufficient intensity to permit rebroadcasting, station will apply to FCC for experimental authorization for booster station to rebroadcast its signals on same channel, and GE will supply equipment.

ANNUAL spring reports of cutbacks in personnel of networks beginning to circulate again. ABC reportedly has trimmed 5-10% and Mutual has been "tightening up," but other networks deny any reductions made or planned.

★ ★ ★

BECAUSE of questions informally raised regarding acquisition of KOTV (TV) Tulsa by John Hay (Jock) Whitney interests, it's likely that FCC will be advised in greater detail about operations of Whitney organization. It is not "Wall Street" banking house but is strictly an enterprise interested in investing Whitney capital. It was because Whitney group felt television provided avenue for public service and at same time had potential profit yield that $4 million KOTV purchase was negotiated. Group contemplates acquiring other broadcast interests but only where prospects of providing service and of making reasonable return are deemed apparent.

★ ★ ★

CBS RADIO Affiliates Committee will meet April 27-28—probably in Chicago—to ready plans for general affiliates meeting during NARTB convention in Chicago, May 23-27. Chairman Kenyon Brown, KWFT-AM-TV Wichita Falls, plans to have committee elect replacement for I. R. (Ike) Lounsberry, who resigned with sale of WGR Buffalo to Niagara Frontier Amusement Corp.

★ ★ ★

MEMBERS OF FCC were disposed to be optimistic after their appearance last Monday before Senate Appropriations subcommittee on 1955 fiscal year appropriation (see story page 46). House cut Budget Bureau recommendation from $7,649,300 to $6,694,400. Commissioners were hopeful that entire cut would be restored, permitting retention of present expert staffs at full strength.

★ ★ ★

FCC's SPLIT decision last week granting newspaper right to intervene on economic grounds in Clarksburg, W. Va., television case tells only part of story. Commission hasn't yet indicated form of hearing. Presumably case could be restricted to purely legal aspects rather than facts and possibly this could be done at oral arguments.

★ ★ ★

REPUBLICAN currently on Senate Interstate & Foreign Commerce Committee rather than "outside" Senator will be picked to fill vacancy on communications subcommittee created by death of Sen. Dwight Griswold (R-Neb.).

★ ★ ★

PRODUCTION of 24-in. color tubes at less than $100 each are implied in 20-page "reference memorandum" issued by Chromatic Television Labs., which recounts pilot plant experience of single-gun Lawrence picture tube. Chromatic is developer of Lawrence color tube.

★ ★ ★

IT'S understood that films Zenith intends to use on WOR-TV New York Phonevision test (see story page 84) are run-of-mine type available in open market and do not include any special or new package from any major studio. When Zenith ran 90-day subscription-tv test in Chicago early in 1951, difficulties with major studios impelled appeal to Justice Dept., as well as to other influential contacts. Studios finally came through with more or less recent features for that test.

the week in brief

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- Newest radio set count: 117 million . . . P. 29
- Alcoa says Murrow show has caused "uncomfortable moments" . . . P. 30
- Six big advertisers increase tv buys . . . P. 30
- What New York City sales tax would do to agencies . . . P. 32
- FCC won't judge MPTV films-for-spots plan in advance . . . P. 33
- What the AAAA will talk about at this week's convention . . . P. 38
- Who'll be chairman of the FCC? . . . P. 46
- Uhf operators will shoot the works at special Senate hearing . . . P. 48
- Newspaper is admitted to tv hearing in unprecedented ruling . . . P. 50
- Twin Cities tv cameras bounced from House subcommittee hearing . . . P. 58
- Tv grant recommended to merged applicants for ch. 4, St. Louis . . . P. 60
- Getting ready for color television: A special report . . . P. 68
- Saturation radio spots pay off for this department store . . . P. 70
- Winners of the Peabody Awards . . . P. 76
- WOR-TV asks FCC permission to test Phonevision . . . P. 84
- Telestatus: Tv stations on air, tv sets, target dates of tv grantees . . . P. 121

another FIRST for WSYR-TV

COLOR

on channel 3
Syracuse, N. Y.

The first color transmission in Central New York on January 31, 1954—another of the many firsts that have made WSYR-AM-FM-TV the outstanding broadcast organization in this rich, free-spending market.

NBC AFFILIATE

Headley-Reed, National Representatives

at deadline

General Tire Sports Show On Mutual, Independent Tvs

SPONSORSHIP by General Tire & Rubber Co. dealers of weekly sports show on 570 Mutual radio stations and 60 independent television stations announced Friday by Adolf N. Hult, Mutual vice president in charge of sales. This said to be largest station lineup for regularly scheduled sports program on regular basis.

Titled *General Tire Sports Time with Harry Wismer*, program will be carried on radio over Mutual on Sunday, 6:45-7 p.m. EST. For television, weekly filmed 15-minute show will be produced by Hearst Metrotone News, using much of audio portion of radio program, plus film clips from INS-TV *Weekly Sports Reel*. Tv show is set to begin in May. Agency is D'Arcy Adv. Co., Cleveland.

Ralph H. Harrington, advertising director of General Tire & Rubber (which controls Mutual), said radio program is designed to take advantage of some 28 million automobiles with radios expected to be on road Sundays during spring and summer as well as home audience.

Erikson Resigns Voice Job To Return to Agency

LEONARD F. ERIKSON, director of Voice of America since last July, will leave the post April 30, Theodore C. Streibert, U. S. Information Agency head, will announce today [CLOSED CIRCUIT, March 29].

Mr. Erikson, who Mr. Streibert credited with having "reorganized and stabilized" VOA into "a more effective, hard-hitting instrument of the Government," rejoins McCann-Erickson, New York advertising agency, as vice president and general executive May 3. Mr. Streibert has not named successor to Voice post. In presenting his resignation, Mr. Erikson recalled that he had accepted post on temporary basis.

WHKC Bought by WTVN (TV), WKRC Interests for $158,000

ACQUISITION of WHKC Columbus, Ohio (610 kc, 5 kw, MBS affiliate), by WTVN Inc., licensee of WTVN (TV) Columbus and under same ownership as WKRC-AM-TV Cincinnati, announced Friday by Hulbert Taft Jr., president WTVN Inc. and WKRC stations. Price: $158,000. Purchase, subject to customary FCC approval, was from United Broadcasting Corp., which also owns WHK Cleveland and is headed by Sterling E. Graham, publisher *Cleveland Plain Dealer* and *News*. WHK not involved in transaction, which was handled by R. C. Crisler & Co., Cincinnati brokers.

"As one who has never lost faith in radio," Mr. Taft said, "I feel that the purchase of WHKC will enormously strengthen our broadcasting position in Columbus. A tv and am station operated as a team make a logical combination. . . . One of the impelling forces in our decision to purchase was the fact that WHKC's magnificent transmitting site and facilities will permit us to use the same location for our tv station almost without additional cost."

Mr. Taft said that, upon FCC approval of transfer, WHKC and WTVN (TV) would be given same call (probably WTVN-AM-TV).

ABC GIVEAWAY

FIRST telephone giveaway feature added to network since Supreme Court approved them fortnight ago [B•T, April 12] was launched last night (Sun.) on Hazel Bishop Inc.'s *Dr. I. Q.* program on ABC-TV. Dr. I. Q. each week will call two telephone numbers picked at random and in each case recite famous quotation, award $1,000 to those who identify author.

ABC spokesman saw no conflict between the *Dr. I. Q.* telephone innovation and ABC's statement, issued following Supreme Court decision, that ABC programming "will not be affected since we still plan to be guided by ABC policy which was upheld in this [Supreme Court] opinion." They pointed out that introduction of telephone on *Dr. I. Q.* was only new phase of established program, not a whole new telephone giveaway program in itself.

UTC to Offer Radio Series For Tv at 'Little or No' Cost

UNITY Television Corp., N. Y., plans to adapt several well known radio series for tv filming and to "pre-sell" them by offering feature film based on three half-hour segments of each series to tv stations at "little or no" cost. Technique is said to be innovation in tv film syndication.

Arche Mayers, Unity president, will leave Wednesday for Hollywood to confer with Isidore Lindenbaum of Filmcraft Productions on series based on life and works of Mark Twain. Other series planned are said to be on two radio properties—a private eye and mystery format and a romance-comedy show—in addition to one based on popular syndicated comic strip with magician as central character.

NBC Signs Buffalo Ch. 2

SIGNING of Niagara Frontier Amusement Corp.'s newly authorized ch. 2 television station in Buffalo [B•T, April 12] as basic affiliate of NBC-TV was announced Friday by Harry Bannister, NBC station relations vice president, and George F. Goodyear, president of Niagara Frontier. Station, whose owners also plan to acquire WGR Buffalo for $1.45 million, is slated to commence operations in June with 100 kw power. Ch 2 outlet will be third tv station, second vhf, in Buffalo. WBEN-TV (ch. 4), which had been affiliated with NBC-TV, switched basic affiliation to CBS-TV last fall. WBUF-TV (ch. 17) also has been carrying NBC-TV and other networks.

Bell System Adds Stations

THREE STATIONS—KVAL-TV Eugene, Ore.; KARK-TV Little Rock, Ark.; KWWL-TV Waterloo, Iowa—have been added to Bell System's nationwide tv facilities network, with WNET (TV) Providence, WHO-TV Des Moines, WDEF-TV Chattanooga, WSEE (TV) Erie, WDBO-TV Orlando scheduled for interconnection this week.

• BUSINESS BRIEFLY

RADIO FOR GENERAL FOODS • General Foods, N. Y., for its Sur-Jel and Certo, placing radio spot announcement campaign in more than 60 markets following fruit crop season, starting on varied dates in May. Campaign will run for 13 weeks and is directed at canning season in crop areas. Benton & Bowles, N. Y., is agency.

TIDE TV SPOTS • Procter & Gamble, Cincinnati, for its Tide, preparing television spot announcement campaign, effective April 25 for eight weeks in about 98 markets. Benton & Bowles, N. Y., is agency.

BEVERAGE BUYING • Iroquois Beverage Corp., Buffalo, through Lloyd Mansfield Co., Buffalo, preparing radio campaign, buying news programs and spots in selected markets.

KIPPERS FOR WEST COAST • Norwegian Canning Assn., for Norwegian Kippers, in process of preparing 52-week radio spot announcement campaign on West Coast only, to break some time in May. McCann-Erickson, N. Y., is agency.

MORE 'BIG TOWN' STATIONS • Lever Brothers, N. Y., adding 12 stations to list carrying *Big Town* on CBS-TV, Thurs., 9:30-10 p.m., through McCann-Erickson, N. Y.

AMMENS ON CBS-TV • Ammens medicated powder, N. Y., will sponsor Tues. 2-2:15 p.m. portion of *Garry Moore Show* on CBS-TV effective May 4, through Doherty, Clifford, Steers & Shenfield, N. Y.

That McCarthy Bill

WHO'S GOT the bill? Fox Movietone News' estimated $7,500 tab for filming Sen. Joseph R. McCarthy's talk for April 6 *See It Now* telecast was to be sent direct to Sen. McCarthy. Sen. McCarthy reportedly sent it to Aluminum Corp. of America, *See It Now* sponsor, who reportedly sent it on to CBS-TV. Network spokesmen said Friday they had not received it, did not know whether or not they would pay it if it did come.

New NARTB Election Ordered

VACANCY was created on 1954-55 NARTB board last week when K. S. Gordon, KDTH Dubuque, Iowa, notified association he could not accept District 10 (Iowa, Mo., Neb.) directorship. Elected recently, he would have taken office at May convention. C. E. Arney Jr., NARTB secretary-treasurer, has mailed certification forms for new election, with final ballots to be mailed May 13 returnable fortnight later. Incumbent district director, E. K. Hartenbower, KCMO Kansas City, is eligible to run for re-election.

WINS Strike Continues

LOCAL 802's strike against WINS New York, which started March 31, continued Friday with no prospects for settlement in sight [B•T, April 5]. Mayor Robert F. Wagner last Thursday refused to cross picket line local had established at Yankee Stadium. WINS broadcasts Yankee baseball games.

check . . . . and double check

A TELEPULSE REPORT
San Antonio's
KGBS-TV
CHANNEL 5 ☆ CBS-ABC-DUMONT
✓81.6% of all time rated San Antonio's KGBS-TV had more viewers than the second station.
SAN ANTONIO, TEXAS
February, 1954
TV Hooperatings
Television Station KGBS-TV
Atop the Transit Tower Bldg.
San Antonio, Texas
C. E. HOOPER, INC.
Broadcast Audience Measurements
NEW YORK NORWALK
San Antonio's
KGBS-TV
CHANNEL 5 ☆ CBS-ABC-DUMONT
✓62.4% of all time rated San Antonio's KGBS-TV had more viewers than the second station.
STORER STATION

TOM HARKER, NATIONAL SALES DIRECTOR . . . . . 118 EAST 57th, NEW YORK

NATIONAL REPRESENTATIVES . . . . . KATZ AGENCY

at deadline

Plan to Boost Uhf Power Opposed; Other FCC Actions

FCC PLAN to boost minimum uhf transmitter power from present 1 kw to 5 kw met with general opposition in filing of comments at deadline Friday, including RCA and DuMont which argued for flexibility to permit steady growth [B•T, March 22].

They contended other factors such as antenna gain, height and terrain also are important, indicating 1 kw with high gain antenna often can do adequate job economically. "Survival" factor of costs cited by many, including ch. 24 WBTM-TV Danville, Va., which said $100,000 required to boost to 5 kw, when added to $300,000 already invested, would force station to cease operation.

Others opposing proposal included: ch. 25 WCOS-TV Columbia, S. C.; ch. 66 WKNY-TV Kingston, N. Y.; ch. 59 WELI-TV New Haven, Conn., and Joint Committee on Educational Tv.

Bid for 540 kc by WDAK Columbus

BID for 540 kc filed with FCC Friday by WDAK Columbus, Ga., which asks change from 250 w on 1340 kc to 5 kw day, 1 kw night on lowest frequency.

Alabama Educational Tv Group Files

ALABAMA Educational Tv Commission filed with FCC Friday for ch. 7 on Mt. Cheaha near Munford, Ala., with effective radiated power 316 kw. Educational station would have studios at U. of Alabama at University and at Alabama Polytechnic Institute at Auburn, linked to transmitter by radio relays.

WTVH-AM-TV Sale Application Filed

FORMAL application for FCC consent to sale of WTVH-AM-TV Peoria, Ill., by Hilltop Broadcasting Co. to Peoria Journal-Star Inc. for about $225,000 filed with Commission Friday [B•T, April 12].

First San Jose Station

FIRST television station for San Jose, Calif., approved by FCC Friday as Commission issued final decision granting ch. 11 to Standard Radio & Tv Co., headed by Allen T. Gilliland, owner local Sunlite Bakery. Decision supported examiner's initial ruling to deny in default competitive application of Fm Radio & Tv Corp., headed by W. L. Gleason, operator of own agency and program package firm. Examiner ruled good cause was not shown when Fm Radio & Tv petitioned to amend bid after hearing was designated. FCC found applicant dilatory.

Allentown Bcstg. Answers Court

WHEN considering relative need for local self-expression between two communities where additional am or fm stations are being sought, FCC must take into account not only existing am and fm stations but also tv stations. This is point made by Allentown Broadcasting Corp. (WHOL Allentown, Pa.) in response to query from U. S. Court of Appeals in Washington asking for legal memorandum on question. FCC and Easton Publishing Co., which defend Commission's grant of am facilities to *Easton Express*, are due to reply this week. Case involves competing applications of Allentown and Easton principals for new am station on 1230 kc with 250 w in respective communities. Allentown was granted facility in 1947, but court reversed FCC and ordered new hearing to determine which community needed another station when Easton appealed. After second hearing, Commission last year ruled in favor of Easton. Allentown appealed this decision. Pending court ruling on new appeal, Commission okayed continued operation of Allentown's WHOL, which went on air following 1947 Commission decision. Allentown has three am, two fm and one tv grant (not on air yet). Easton has one am, two fm and one tv on air.

Western Union Takes Issue With Trinity

WESTERN UNION took issue Friday with Trinity Broadcasting Co.'s statement earlier in week that since it did not plan to re-create baseball games during 1954 season, protests against KELP-AM-TV El Paso and KLIF Dallas were moot and academic (story page 60). Western Union said answers were unverified, that there have been public reports that Trinity was planning to broadcast radio and tv baseball re-creations to 175 stations, and that Trinity's answer did not deny allegations that it planned to appropriate news and sell same to stations.

McCARTHY v. ARMY

EXTENSIVE radio and television coverage of Senate Investigations subcommittee hearing on Sen. McCarthy-Army dispute planned on assumption sessions will begin Thursday. Live coverage is planned by NBC-TV, ABC-TV, ABC Radio and Mutual, while CBS-TV, CBS Radio and DuMont reported plans for presenting highlights of proceedings. Sessions tentatively scheduled 10:30 a.m. to 12:30 p.m. and 2:30 to 4:30 p.m. daily.

McDaniel Renews Appeal For Radio-Tv Tax Relief

AMENDMENT to pending tax revision legislation to kill 10% excise tax on radio-tv sets to be offered by Sen. Russell B. Long (D-La.), he said Friday at Senate Finance Committee hearing after Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., had asked for tax relief. Chairman Eugene D. Millikin (R-Colo.) commented he doubted that committee would go into excise taxes at this time.

Mr. McDaniel said tv set industry was only one failing to get major relief in recent excise tax legislation, though rest of appliance industry obtained relief. Asked about effect of color tv, Mr. McDaniel said, "We have created a great monster; the industry is frankly scared." He said it was feared the public would not buy $1,000-$1,200 color sets and sales of black-and-white sets have been slowed.

Million-Watt Stations Fight Soviet 'Voice' Jamming

THREE powerful new million-watt radio stations relaying Voice of America programs are helping overcome Soviet jamming and now send signals deep into Communist territory, Theodore C. Streibert, director of U. S. Information Agency, said Friday in talk to American Society of Newspaper Editors (story page 38).

New stations are at Munich, Okinawa and Manila. Voice is supplying news and documentary tv programs to reach 3 million video sets in 15 nations in Europe, Latin America and Far East, he said.

Elected directors of ASNE Friday were Virginis Dabney, *Richmond Times Dispatch* (WRNL) and Stanley Barnett, *Cleveland Plain Dealer* (WHK), both re-elected; Carl Lindstrom, *Hartford Times;* Michael Gorman, *Flint Journal;* Walter Lister, *Philadelphia Bulletin* (WCAU).

UPCOMING

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 23-25: American Women in Radio & Television, Kansas City, Mo.
For other Upcomings see page 127.

PEOPLE

HAROLD E. FELLOWS, NARTB president, named to board of directors of Brand Names Foundation by Barry I. Leithead, Cluett-Peabody, chairman of foundation's board.

ROBERT S. (BOB) WILSON, associated with Mutual's publicity staff for past 11 years, most recently as exploitation manager, and previously news editor of WNEW New York, joined United Cerebral Palsy Assn. last Friday as manager of radio and television.

HARRY K. McWILLIAMS, advertising-public relations director of Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., resigning effective May 15 after 12 years with Columbia. In present post since January 1953, he formerly was exploitation manager for Columbia Pictures, and before that served with Benton & Bowles, Ted Bates Agency, the late Major Bowes, Rubinoff, Cincinnati Summer Opera Assn., San Carlos Opera Co., and Paramount Pictures.

MRS. MAXINE STOVER, executive assistant to Robert E. Eastman, executive vice president, John Blair & Co., named head of firm's newly-created station standards department. Purpose of new department, Mr. Blair said, "is to assure proper adherence to varying operating and commercial policies of Blair-represented stations."

NELLIE-MAE LEONARD, publicity executive, Benton & Bowles, N. Y., to Compton Adv., N. Y., in publicity department.

PATRICIA SEARIGHT named program director for radio, **H. THOMAS TAUSIG** program director for tv, WTOP Inc. Washington in split of radio-tv divisions (story page 84).

WOR Phonevision Statement

GORDON GRAY, General Teleradio vice president in charge of WOR-AM-TV New York, issued statement Friday on Phonevision experimentation plans:

WOR-TV is happy to have the opportunity to cooperate with Zenith in these experimental broadcasts in Phonevision. These broadcasts will serve to make final determination of Phonevision's operating characteristics from a high-powered transmitter in metropolitan New York, and we feel may be a real contribution to the future of tv broadcasting. Since the decoding signal will be broadcast over the air and since the ordinary receiver does not have the air code translator, viewers will undoubtedly call after they find the picture jittered and the sound distorted because of these experiments. However, the experiments will probably not last more than a period of two weeks and at hours when WOR-TV programs are not ordinarily broadcast.

Syndication of Network Tv Show Is Announced

IN ONE of first moves of its kind, arrangements have been worked out for syndication of kinescopes of network tv show, it was learned Friday. Program is *Tales of Tomorrow*, produced by George F. Foley Inc. Kinescopes of series, which originally appeared on ABC-TV, will be sold to stations (for one run in each market) through Tee Vee Co., owned by George Phillips, authorities said. Arrangement has approval of American Federation of Television & Radio Artists, with actors and others involved in series' production to receive full re-use payments.

Anderson Buys KLIR Denver

KLIR Denver, 1 kw daytimer on 990 kc, sold Friday by F. Donald Hall to George Basil Anderson for $75,000. Mr. Anderson is owner of KJSK Columbus, Neb., and KJRG Newton, Kan. He sold KJAN Atlantic, Iowa, last November to local group for $27,500. Mr. Hall is retiring from radio because of ill health.

RADIO STATION
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HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

SALES
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LOCAL NEWS

8:50-8:55 A.M.

MONDAY
THROUGH
FRIDAY

AVAILABLE
TUESDAY
and THURSDAY

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1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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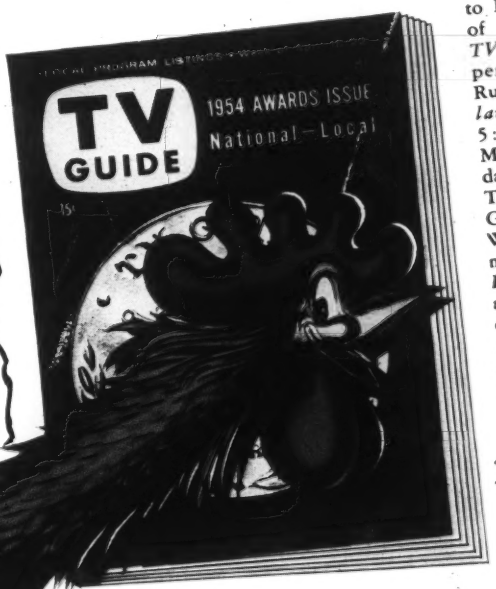
Shows That Win–Win and Show



1st Place

to Russ Emery in all of New England, in *TV Guide's* television personality contest! Russ emcees *New England Talent Club*, 5:00 to 5:15 p.m. Monday through Friday. Came to WJAR-TV after playing Gogi's LaRue, Hotel Warwick's Raleigh Room, the Copacabana, Paramount Theater. On TV has been featured on *Ken Murray Show*, *Kate Smith Show*, *Joan Edwards Show*, *Celebrity Time*, *Faye Emerson Show*, etc. Has sung on all major radio networks, was male singing star on *Pet Milk* (*Baron Munchausen*) *Show*, guested with Paul Whiteman, Teen Timers and others . . . had his own *Russ Emery Show* 56 weeks on WNEW, New York. Look up his Columbia Records releases!

3rd Place

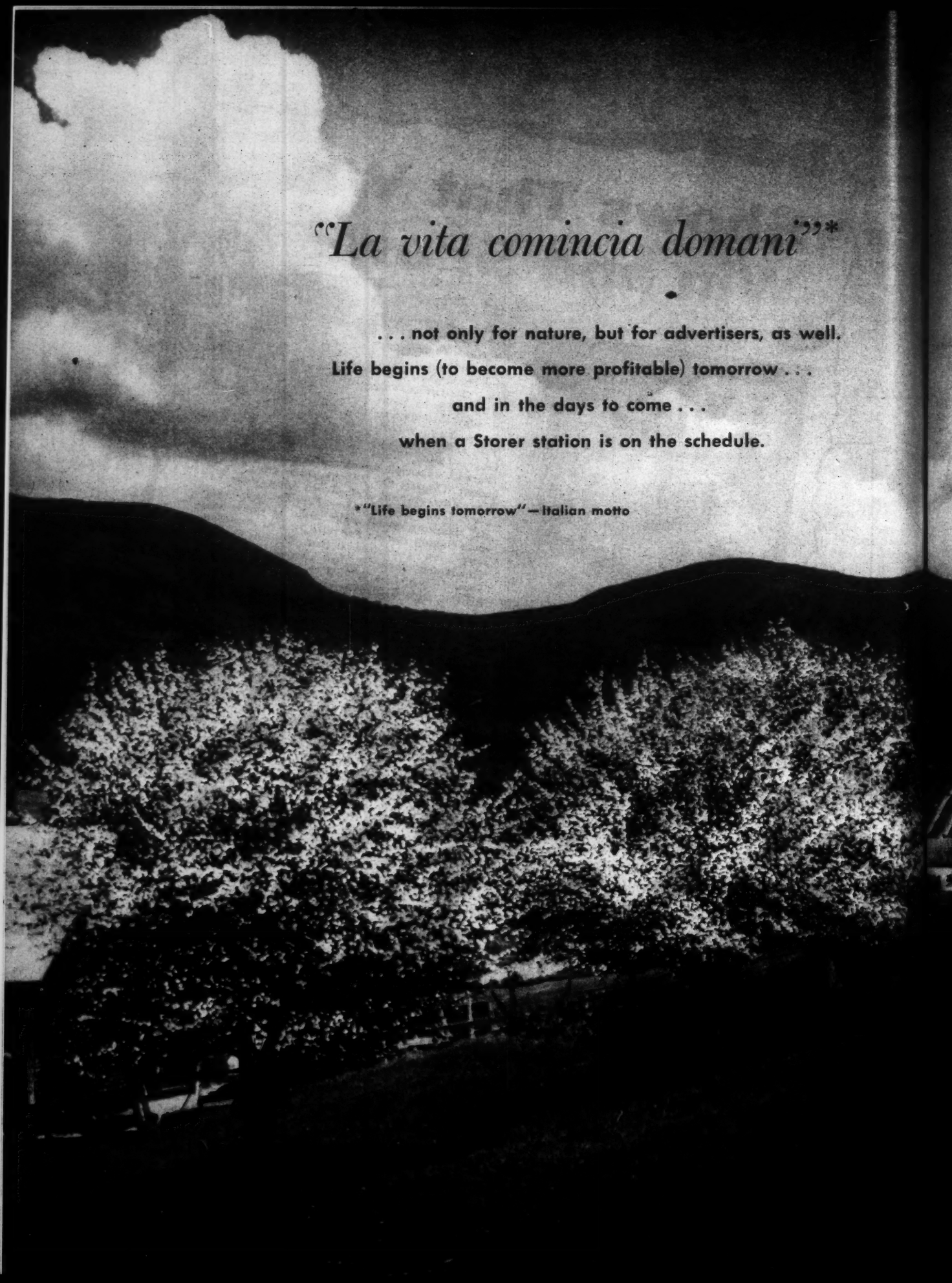
to Hum and Strum, harmonizing daily in songs with piano accompaniment — now celebrating their 30th Anniversary as one of the most harmonious teams in show business. Hum and Strum have played all the major TV and radio nets, all major vaudeville circuits and night clubs everywhere — including southern Europe and Africa with the USO . . . came to WJAR-TV from a four year stint in Boston television, are seen Monday through Friday from 12:45 to 1:00 p.m. Popular demand recently added night shows Tuesday, Thursday and Sunday. Their recordings have international distribution.

NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives — WEED TELEVISION

Proof positive of the effectiveness of our live local shows—17 daily, Monday through Friday — in Southern New England's BIG, RICH market!


"La vita comincia domani"*
. . . not only for nature, but for advertisers, as well.
Life begins (to become more profitable) tomorrow . . .
and in the days to come . . .
when a Storer station is on the schedule.
*"Life begins tomorrow"—Italian motto

STORER BROADCASTING COMPANY

26 YEARS IN BROADCASTING IN THE PUBLIC INTEREST 1927 & 1954

STORER BROADCASTING COMPANY

WSPD-TV	WJBK-TV	WAGA-TV	KGBS-TV	WBRC-TV
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.

WSPD	WJBK	WAGA	KGBS	WBRC	WWVA	WGBS
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

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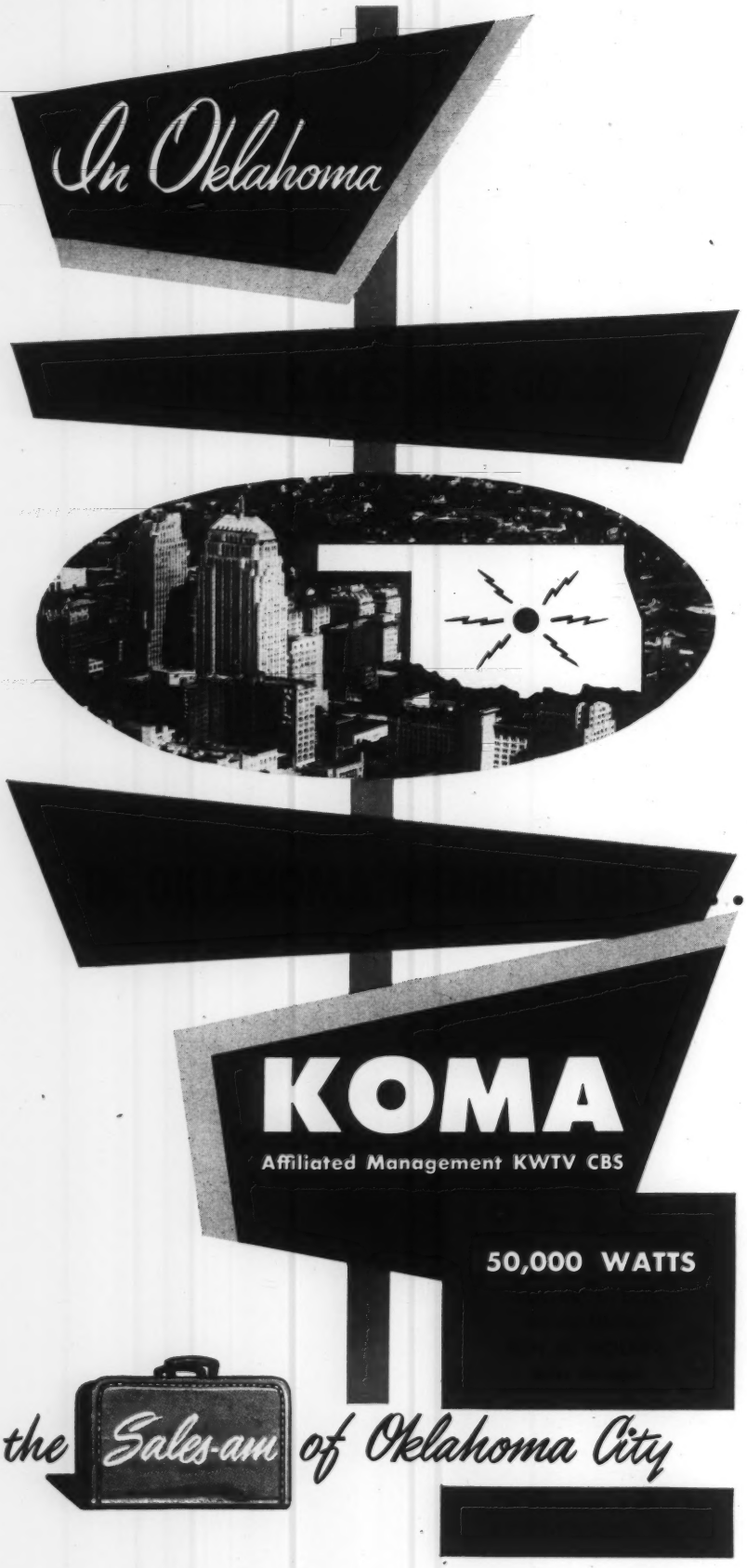


OPEN MIKE

Dope for Doctors

EDITOR:

We are preparing a series of how-to-do-it packets covering various types of projects which state and county medical societies may be interested in adopting. For the packet on tv programming, we would like very much to include a reprint of the article by Irving Settel, "Brightening Tv Programs with Cheap Visual Aids," which appeared in your magazine, April 5.

May we have your permission to reproduce this article for distribution to medical society offices in television areas? Proper credit will of course be given. . . .

Jean Meyrick
Administrative Assistant
American Medical Assn.
Chicago

[EDITOR'S NOTE: Permission has been granted.]

DX, Tv, PDQ

EDITOR:

In order to obtain more information to aid scientists in their study of television "freak reception," the National Radio Club is sponsoring a tv DX contest this summer. As contest manager, I would like to request all tv stations to verify correct reception reports promptly.

William Moser
National Radio Club
Uniontown, Pa.

At Home and Abroad

EDITOR:

Your article on daytime television [B•T, March 29] is a good one.

In comparison with radio, however, the Nielsen report in the article shows that radio costs only half as much as daytime television on a basis of 1,000 commercial minutes.

This comparison is between in-home radio and in-home television. Therefore it does not tell the complete story. As we all know, radio has a huge outside the home audience and if this audience were included in the attached figures, the radio costs would of course be reduced even further. . . .

Lee Bishop, Pres.-Gen. Mgr.
KORE Eugene, Ore.

Educating Educators

EDITOR:

. . . While on a faculty fellowship granted by the Fund for the Advancement of Education of the Ford Foundation and a leave of absence from Fresno State College, I have had the good fortune to study television from the ground up at WTVJ (TV) [Miami] in cooperation with the radio-tv-film department of the U. of Miami. The working relationship between the university and WTVJ is something other schools and stations could study with profit.

Not only are advanced tv students given the opportunity to prepare weekly broadcasts, but the station turns over to them their entire facilities for educational half-hour productions . . .

In addition to the undergraduate apprenticeship there is the graduate professional apprenticeship program. . . . It is my earnest hope that any educator who undertakes an apprenticeship in a commercial station will have the same wonderful cooperation, courtesy and unselfish assistance which I have received from Lee Ruwith, manager of WTVJ, and his entire staff.

Edwin Lombard
Dir. of Radio-Tv Broadcasting
Fresno State College
Fresno, Calif.

ALICE HEINECKE

at the

AWRT

Kansas City, Mo.

April 22-25, 1954

representing

SESAC

The Best Music
In America

. . . . and an outstanding
Transcribed Library

WNBQ still
is Number One
in Chicago
Television

The Record Tells the Story

Quarter-Hour Ratings*

Station WNBQ has the highest rating in 20 PER CENT MORE quarter-hour periods that Station B and 20 PER CENT MORE than Stations C and D COMBINED.

Average Quarter-Hour Ratings*

Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

7:00 p.m. to 11:00 p.m. (Sunday-through-Saturday)*

Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

4:00 p.m. to 7:00 p.m. (Monday-through-Friday)*

Average WNBQ rating is 76 PER CENT GREATER than Station B and 93 PER CENT GREATER than COMBINED ratings of Stations C and D.

Proof again that more Chicagoland viewers are tuned most of the time to

The Quality Television Station of Mid-America

*American Research Bureau, March 1954

NBC TV

WNBQ CHANNEL 5

Represented by NBC Spot Sales

DOMINATE
The BIG
$1,260,000,000
HARTFORD
MARKET

WKNB-TV
CHANNEL 30
A CBS Television Affiliate

Hartford County....$1,079,236,000
Middlesex County 121,161,000
Tolland County..... 59,603,000

Studios & Offices
W. HARTFORD
Ridgewood Rd. and
New Britain Ave.
Phone: ADams 3-7511

Represented by:
THE BOLLING CO., INC.

our respects

to DORIS LOUISE CORWITH

ASK Doris Louise Corwith what her hobbies are and she'll tell you: "People—and working with people in organizations."

Mrs. Corwith, one of the best-known women in network broadcasting, is NBC supervisor of public affairs programs. For two years she has been president of American Women in Radio & Television. She also is a past national president of the American Legion Auxiliary.

She believes national organizations have made a great contribution to American progress. From organizations, she says, "people get an important exchange of ideas, a widening of their own horizons, and the inspiration and courage to do things in a group that they wouldn't do as individuals. One person alone can't clean up a corrupt situation in a community; one person pooling his knowledge, interest and resources with others has the strength to go ahead with the objective." She also believes national organizations develop much-needed leadership qualities.

Mrs. Corwith's broadcasting career dates from 1941, when she went to NBC and said she felt too few people knew about the operations of radio. As American Legion Auxiliary's national radio chairman from 1935-39, she had noted this. "They're all using it," she told NBC, "but they don't know what goes on behind the scenes." NBC engaged her to tell the public what did go on behind the scenes.

For three years she went out speaking about radio to college and high school groups and to men's and women's clubs. She gave it up in 1944 because wartime travel was bad. Gradually she took over supervision of various programs in the network's public affairs and education department. In 1946 she became assistant to the department's manager, and in 1950 was made supervisor of talks and religious broadcasts. In 1951 she was named supervisor of radio and television public affairs programs, her present job.

From her desk at NBC headquarters in Radio City, New York, Mrs. Corwith coordinates for the network all details of *Meet the Press*, *American Forum of the Air* and *Youth Wants to Know* (all three on both tv and radio), and other regular program series. She also supervises special one-time tv and radio broadcasts, chiefly those involving national organizations and talks by the President and other government figures.

In working with organizations interested in presenting tv or radio programs, Mrs. Corwith finds one central problem. That, she says, "is to get them to direct the programs to the general audience rather than to their own membership. I try to get them to make their material challenging to all listeners. I try to get them to recognize the fact that they're working in a highly competitive field and should recognize that competition by budgeting money for dramatic or documentary programs rather than presenting talks or discussions by representatives of their own membership."

Before joining NBC, Mrs. Corwith's chief activity outside her home was the American Legion Auxiliary. She became a charter member of the Auxiliary in 1924. In 1935-36 she was New York State president, from 1935-39 its national radio chairman, and in 1939-40 its national president.

One story Mrs. Corwith likes to tell on herself dates back to the time she was Legion Auxiliary president. She went to the White House to present President Franklin Roosevelt with a memorial poppy to launch the annual nationwide sale. She chatted with the President half an hour, but when she left the President's office it suddenly dawned on her she had made no arrangement for a photographer or reporter to cover the ceremony. "Apart from my personal pleasure in meeting the President," she says, "that interview was completely lost."

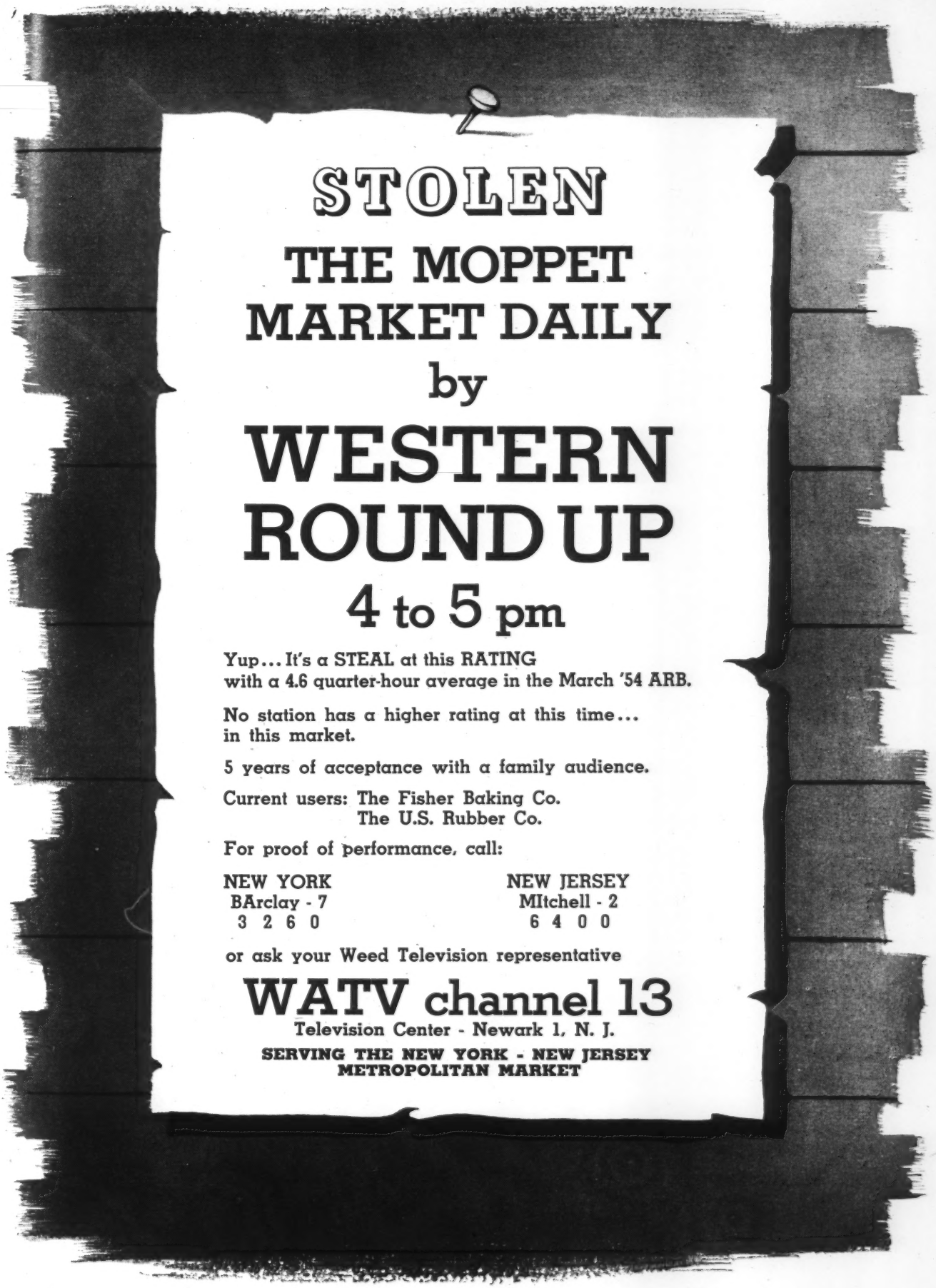
Mrs. Corwith was a member of the original steering committee that staged the AWRT convention in New York City in 1951. At that convention she was elected eastern vice president. She was a member of the committee that drew up the code of ethics and standards of practice for women in radio and television. In 1952 she was elected to a two-year term as president of AWRT which, during its three years has tripled its membership and now numbers nearly 900 women broadcasters and executives.

Although she gave up her full-time speaking post with NBC a decade ago, Mrs. Corwith still travels occasionally to deliver talks on broadcasting or allied subjects. Just before the start of the AWRT convention this week, she will squeeze in a talk, the night before, to the Kansas City Women's Chamber of Commerce.

Mrs. Corwith was born Jan. 8, 1898, and reared in her father's country hotel in Hillsdale, N. Y. Her parents were Mr. and Mrs. Harry P. Sweet. She was educated at New York State College for Teachers, at Albany. After her graduation in 1918, she taught English four years.

In 1922 she married William H. Corwith, an attorney and president of Corwith Brothers Inc., real estate and insurance firm. Although they have no children, the two have reared a nephew and a niece, the children of Mr. Corwith's brother. The children's mother died when they were infants.

Mrs. Corwith is a member of the American Assn. of University Women (Nassau County branch), the Eastern Star, and the Business and Professional Women's Club of Nassau County.


STOLEN
THE MOPPET
MARKET DAILY
by
WESTERN
ROUND UP
4 to 5 pm
Yup... It's a STEAL at this RATING
with a 4.6 quarter-hour average in the March '54 ARB.
No station has a higher rating at this time...
in this market.
5 years of acceptance with a family audience.
Current users: The Fisher Baking Co.
The U.S. Rubber Co.
For proof of performance, call:
NEW YORK
BArclay - 7
3 2 6 0
NEW JERSEY
MItchell - 2
6 4 0 0
or ask your Weed Television representative
WATV channel 13
Television Center - Newark 1, N. J.
SERVING THE NEW YORK - NEW JERSEY
METROPOLITAN MARKET

CBS

Want to be a hero?

Send for CBS Radio Spot Sales!

We're stationed in the right places to help you take quick, decisive action. For in fourteen of your richest major markets the station we represent is first on the scene.

First every time, too! Month after month, throughout all of 1952 and 1953, each of these fourteen CBS Radio stations delivered the largest average share of audience in its market. And still does.

What's more, the increase in radio homes in these fourteen areas is phenomenal—25 per cent since 1947. And in these fourteen markets alone, well over two and a half million new radios (excluding auto sets) were sold last year—a 20.5 per cent jump over the preceding year.

Want to come through in a blaze of glory and reap a hero's reward? Just put in a call to CBS Radio Spot Sales for choice availabilities on the fourteen top-rung stations we represent. You'll be glad you did!

CBS RADIO SPOT SALES *Representing: WCBS, New York WBBM, Chicago—KNX, Los Angeles—WCAU, Philadelphia—WTOP, Washington—WBT, Charlotte WCCO, Minneapolis-St. Paul—KMOX, St. Louis KCBS, San Francisco—KSL, Salt Lake City WRVA, Richmond—WAPI, Birmingham—WEEI, Boston—WMBR, Jacksonville—The Columbia Pacific and the Bonneville Radio Networks*

KJEO-TV
FRESNO, CALIF.
Serves an
EXCLUSIVE UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter gives UHF every natural advantage.

KJEO
CHANNEL 47
ABC-TV AFFILIATE

GREATER Coverage
SUPERIOR Reception

Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS
Covers ALL Central California's rich BILLION dollar market.

106,558 sets
March 1954

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

THE GOLDBERGS

Network: DuMont
Time: Tues., 8-8:30 p.m. EST
Sponsor: Vitamin Corp. of America
Agency: BBDO, N. Y.
Est. production cost: $18,000
Writer: Gertrude Berg
Director: Martin Magner
Producer: Cherney Berg
Cast: Gertrude Berg, Robert H. Harris, Arlene McQuade, Tom Taylor, Eli Mintz

AN OLD radio and television favorite, *The Goldbergs,* heard for years on radio and seen for a time on tv, made a comeback last Tuesday evening on the DuMont Television Network. There is no reason that it should not stay at its new location a long time. Gertrude Berg, who writes the series and plays the lead role as well, is a top notch character actress, as anyone who knows Tremont Ave. in the Bronx—the street where Molly and her family live—will testify.

As Molly, a wonderfully warmhearted Jewish wife, mother and authority on neighborhood activity, she has captured a certain realism in her portrayal that sets the show apart from domestic comedy and attempts to win an audience with surface characterization alone. The program rings true and so do the people—particularly Molly—who play in it. They are real people. If they were not, *The Goldbergs* could be easily classed as "soap opera." It is this difference that accounts for the program's charm.

GERTRUDE BERG AND ELI MINTZ
Top performers on *The Goldbergs*

The episode last week was simple enough along plot lines. Sammy Goldberg, Molly's only son, was coming home after a two-year hitch in the Army. In her excitement, Molly made her way from one malapropism to the other as she readied the family, the festivities and the neighborhood for Sammy's return. It was a very gay occasion not unlike one that might take place in any apartment in any city when a close-knit family was being reunited.

The show is expertly cast with only one exception. Robert H. Harris, as Jake, Molly's husband, does not match the quality of characterization delivered by his tv spouse. Mr. Harris gives an almost straight interpretation. His dialect is not consistent and when he does use it, it seems formed. On the other hand, Eli Mintz, who has played Uncle David for years, came through with a fine performance. He and Mrs. Berg play exceptionally well together.

Along with her strong audience appeal, Mrs. Berg is undoubtedly a sponsor's delight too. She also is handling the commercials on the show in an ingratiating friend-to-friend approach to selling that is sure to boost vitamin pill sales wherever the show is carried. She does the opening and closing commercial in character, leaning out of her apartment window chatting about Rybutal, a vitamin capsule that she feels surpasses all medication known to man. There is no middle commercial. From a program standpoint this is a happy turn of events.

* * *

MALAYA, WAR WITHOUT END

Network: NBC Radio
Time: Saturday, April 10, 7-7:30 p.m., Sustaining
Narrator: Irving R. Levine
Interviewer: Rhona Connery
Produced under supervision of J. O. Meyers and Chet Hagen of NBC News Room

ANALYSIS of the six-year-old war in Malaya was presented to listeners April 10 on NBC Radio. It was an effective documentary, well thought out, well written and well produced. If the radio audience was left with a sense of futility it was not the fault of the program; the subject with which it dealt was at best gloomy—a story of a war seemingly without end.

No attempt was made to dramatize the content of the broadcast and that was as it should have been. The realism of the Malaya story was dramatic enough in itself to hold an audience for a half-hour program. NBC chose to give a straight summary of the Malayan conflict using on-the-spot tapes of opinions of men who have fought in this so-called "emergency" as well as British subjects who live in Malaya. The microphone took listeners out on patrols with soldiers. It recorded comments of English housewives as they recalled escapes from ambush set up by Red guerrillas. It brought listeners a statement from a Chinese boy who had deserted the Communist cause when he became disillusioned with its false promises.

From a standpoint of integrated programming, all points that add up to a good documentary broadcast were covered. There was a summary of conditions in Malaya since the war began, a discussion of the kind of war that it actually is, comments from people who know the war first hand, a brief outline of the Communist goals in Malaya and concluding opinions on conditions that would have to prevail if there is to be a peace of any kind.

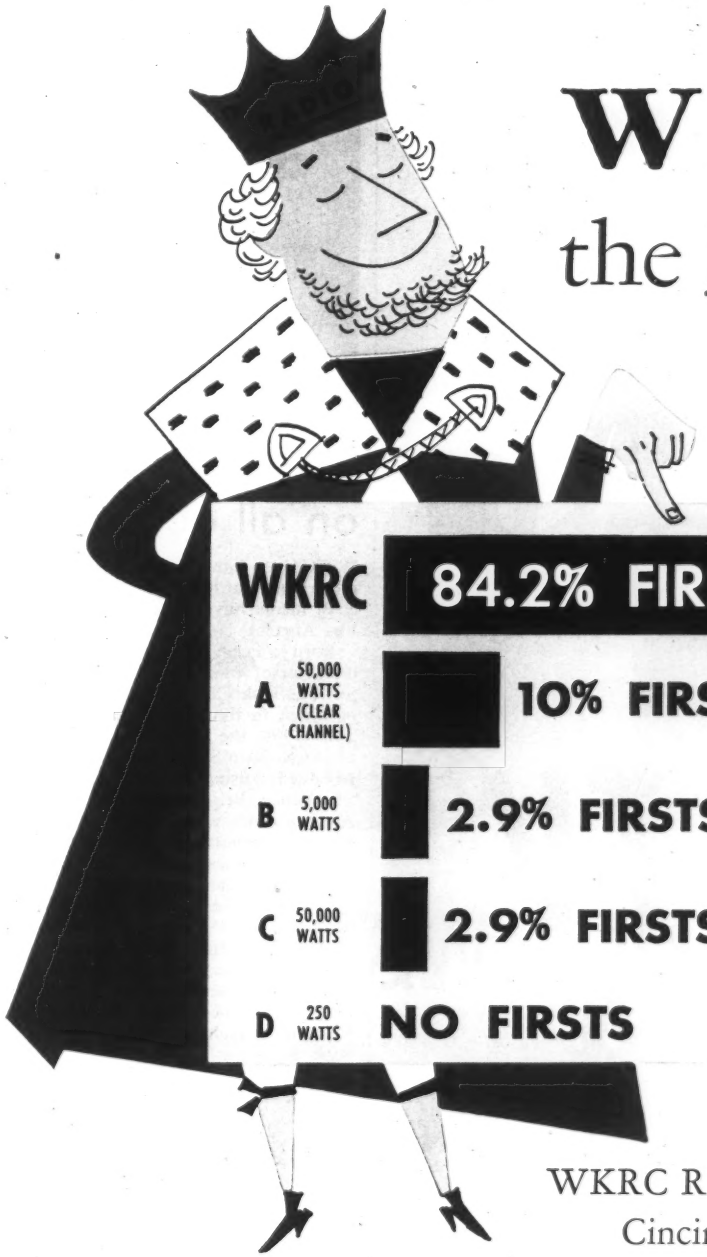
Rhona Connery, NBC correspondent in Malaya, spent over a year collecting tape for this broadcast. She came up with some excellent material. Irving R. Levine, another NBC reporter wrote and narrated the production.

* * *

BOOKS

AN INTRODUCTION TO RADIO AND TELEVISION, by David C. Phillips, John M. Grogan and Earl H. Ryan. The Ronald Press Co., 15 E. 26th St., N. Y. 10. 423 pp. $5.

FOR those who plan a radio or tv career or for those who wish a practical guide to further specialized study in the field, this book is recommended by its writers. It emphasizes broadcasting and telecasting procedures and presents background material. It includes network and station organization and management and furnishes job inventories and descriptions. Chapters treat announcing, speech, acting, auditioning, directing, script writing and continuity for radio and tv, newswriting and newscasting, educational radio-tv, tv films, audience measurement and research and industry regulation. Illustrated.



WKRC

the King in the *Queen City* *

WKRC	84.2% FIRSTS **	
A	50,000 WATTS (CLEAR CHANNEL)	10% FIRSTS
B	5,000 WATTS	2.9% FIRSTS
C	50,000 WATTS	2.9% FIRSTS
D	250 WATTS	NO FIRSTS

* CINCINNATI

WKRC RADIO reigns in
Cincinnati in Quarter Hours
Monday through Friday *

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

All top ten daytime and nine of the ten top night time shows are heard over WKRC-Radio*

** Based on 70 one quarter hours daily 6 A. M. 'till midnight. Two quarter hours showing tie ratings not included.

* January-February 1954 Pulse.

WKRC RADIO

REPRESENTED BY THE KATZ AGENCY – CBS RADIO NETWORK

NOW ON THE AIR

YOUR TV OPPORTUNITY IN THE LAND OF OPPORTUNITY

KARK-TV Channel 4

LITTLE ROCK'S ONLY TV STATION

You know of Radio Station KARK's 25 year old OUT FRONT record in the Central Arkansas market . . . first in ratings, first in sponsors, first in results. Well, one good thing always leads to another, and now KARK-TV is saturating the same market with NBC-TV programming on 58 KW E.R.P. If this hasn't convinced you that KARK - TV on Channel 4 is your TELEVISION OPPORTUNITY IN THE LAND OF OPPORTUNITY the further details your Petry Man has will!

NBC AFFILIATED

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

JOY MALLICOAT

on all accounts

WITH her father's advertising experience an integral part of her childhood, Joy Fisher Mallicoat, media buyer for Warwick & Legler Inc., Los Angeles, is doing what seems natural.

Born in Long Beach, Calif., 28 years ago, the daughter of Clarence E. (Bud) Fisher, her first job was with CBS Radio Hollywood script department in the summer of 1943.

In 1947 she started her career in earnest as secretary to Smith, Bull & McCreery, Hollywood advertising agency. The following year she joined Brisacher, Wheeler & Staff's Los Angeles office as secretary to the radio-tv director. Promoted to timebuyer, she handled Acme Breweries and the first Brew 102 campaign for Maier Brewing Co.

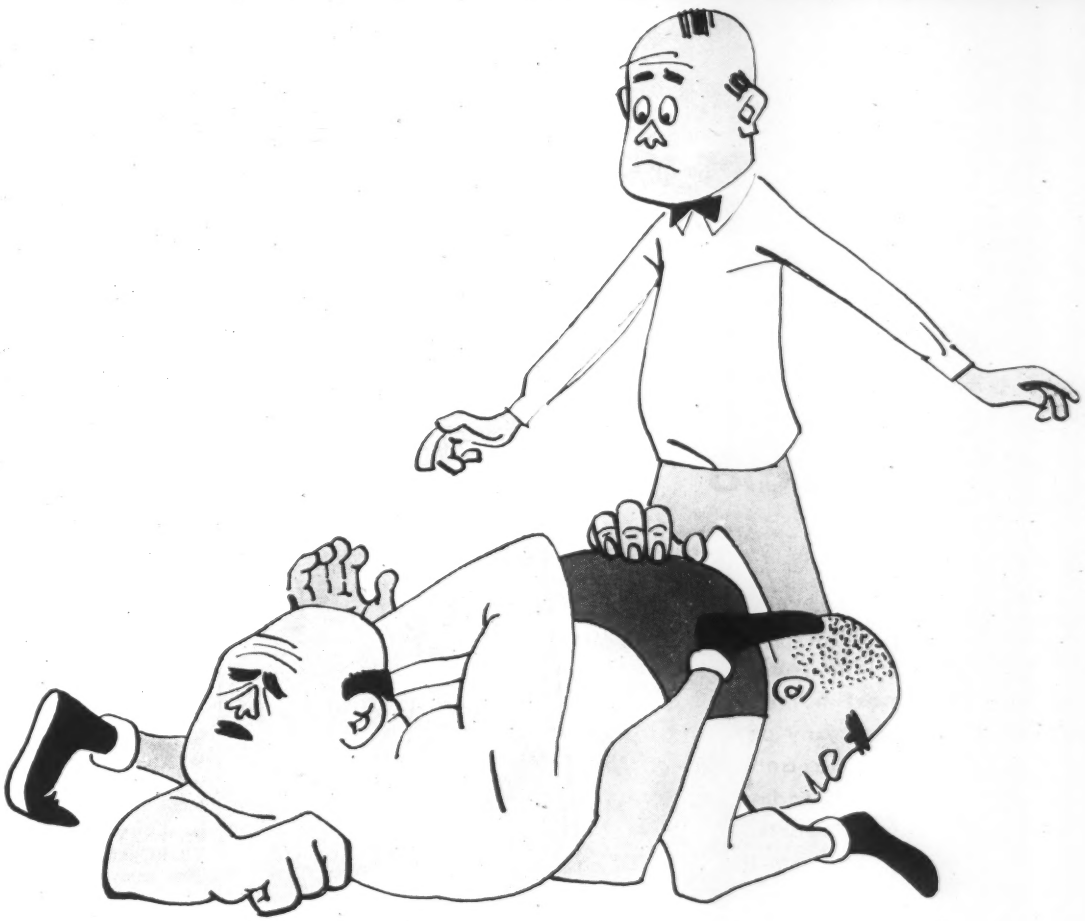
With two beer campaigns to her credit, Mrs. Mallicoat in 1950 moved to Lockwood-Shackleford Adv. Agency (since merged with Hixson & Jorgensen) as media director and timebuyer, handling the campaigns for Eastside Beer. The next year, when Pabst Brewing Co. bought Eastside from Los Angeles Brewing Co., Warwick & Legler acquired both a new account and a new timebuyer.

Now, Mrs. Mallicoat is media buyer for Eastside, which she claims has the largest Los Angeles tv schedule of any beer advertiser, and for all of Pabst's West Coast spot announcements. Providing variety is H. J. Caruso, Compton Dodge-Plymouth dealer.

A firm believer in sporting events to capture the beer drinking audience, she recalls that until two years ago the idea of appealing to women was hooted at by beer companies. With the growing importance of supermarkets, more and more women are now doing the purchasing. Opining that Eastside's current campaign is the brewery's best one, Mrs. Mallicoat lists its one-third sponsorship Hollywood Stars and Los Angeles Angels home baseball games on KHJ-TV, augmented by a heavy radio-tv spot schedule in conjunction with top-rated Southern California programs.

Pabst currently has two daily newscasts on Inter-Mountain Network and news strips in five Colorado markets. H. J. Caruso, in addition to the major league game of the week on KABC-TV, has three feature films weekly on KTLA (TV) and the weekly hour-long Peter Potter disc program on KLAC, all Hollywood.

She makes her home in suburban Sherman Oaks with her parents and nine-year-old son, Alan. As he is a "natural athlete," Mrs. Mallicoat has all the more reason to indulge her avid interest in sporting events.



It's No Draw...in Omaha

When buying TV in the Omaha area, it's no knotty problem . . . it's *unaminous decision* for KMTV everytime. KMTV—and only KMTV—can offer you larger audience and greater coverage in this 240,000 set market.

JUDGE FOR YOURSELF

For Audience—The most recent Pulse Survey in Omaha (January 4-10) gave KMTV 9 of the top 10 weekly shows. The latest ARB Omaha Survey (Feb. 8-14) revealed KMTV carried 8 of the top 10 shows.

For Coverage—A recent survey of the TV-viewing preference in 7 cities throughout Missouri Valley area found that 85% of all people interviewed watched KMTV regularly. This survey, compiled by Omaha University students under expert supervision, showed that KMTV led the next highest station almost 3 to 1 as the *ONE* station most watched throughout the day. KMTV's signal was called the most dependable by more people than the 7 other stations combined.

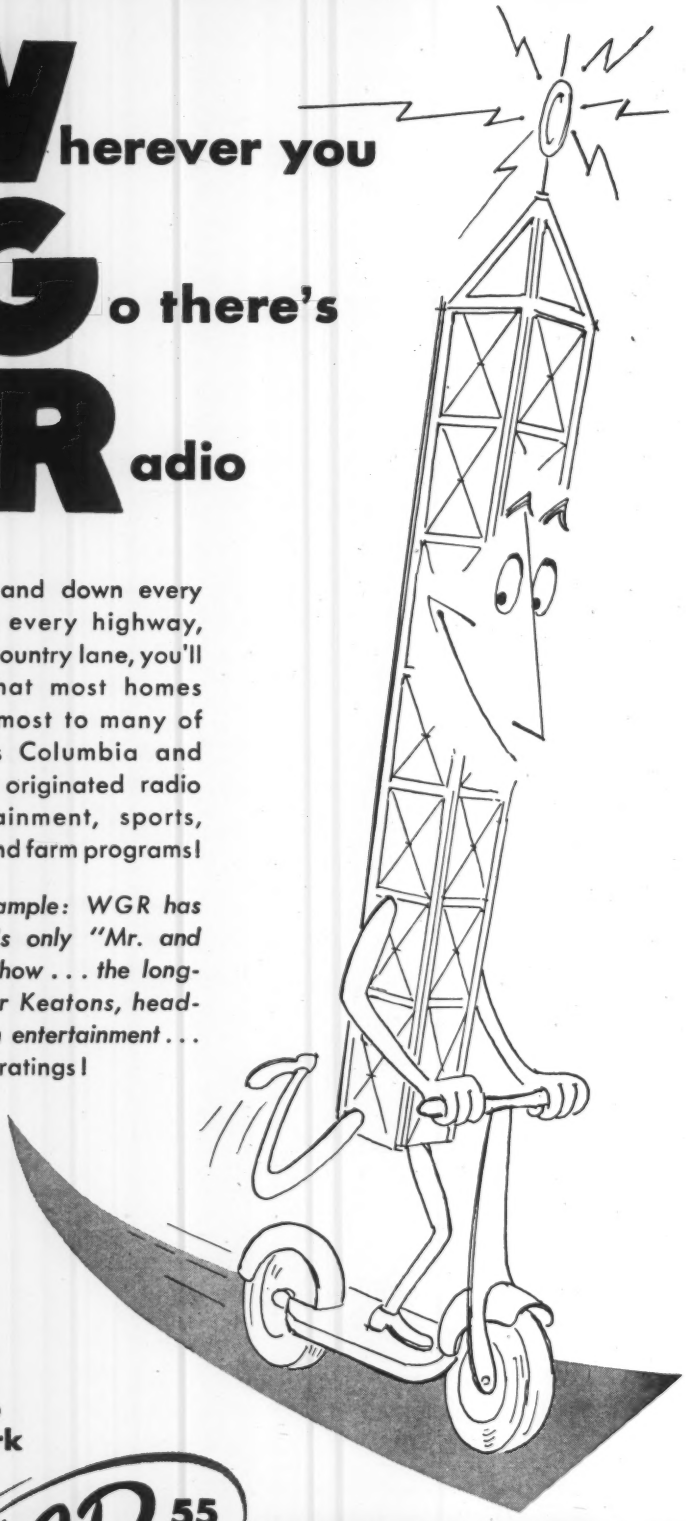
Here's why KMTV saturates this 2-billion dollar market completely: 100,000 watts of power . . . low channel 3 . . . the flat Missouri Valley terrain . . . the high efficiency of KMTV's antenna and engineering facilities. BUY THE STATION THAT DELIVERS—Contact KMTV or Petry today.

Smart advertisers all agree: In Omaha the place to be is Channel 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

Wherever you Go there's Radio



● Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show . . . the long-popular Keatons, headliners in entertainment . . . and in ratings!

CBS Radio Network

WGR 55 BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

MILESTONES

TEN-YEAR service pin is presented to George Tons (r), midwest sales manager of Westinghouse Broadcasting Co., by Eldon Campbell, WBC general sales manager and a 15-year WBC veteran.

► FRED STERLING, chief engineer of WOAI San Antonio, Tex., was presented with an engraved wrist watch marking his 30th anniversary with the station by WOAI-AM-TV president, Hugh A. L. Halff.

► JAMES LANDRY, program director of WJXN Jackson, Miss., celebrates his 21st year in broadcasting this month. Mr. Landry entered radio in his home town of New Orleans.

► HARVEY OLSON, program manager of WDRC-AM-FM Hartford, Conn., observes his 19th anniversary with the station this month.

► WTTM Trenton, N. J., has celebrated its 12th anniversary. The Delaware Valley NBC outlet is owned by the Peoples Broadcasting Corp., a wholly-owned subsidiary of the Farm Bureau Insurance Co., Columbus, Ohio. Fred L. Bernstein is general manager.

► NANCY OSGOOD, women's commentator for WRC Washington, D. C., celebrated the 10th anniversary of her program this month.

THE girls at Federal Bake Shop across the street from WBBW Youngstown's studios heard disc jockey Hugh Johnston broadcasting about the station's fifth anniversary. Result: This surprise cake, topped by miniature radio set, listeners, tower, bars of music, a horseshoe for good luck, flashes for news and names of the announcing staff. Doing it justice are Mr. Johnston (r) and Anthony N. Ross, program director and part owner.

nothing **W***orks* **L***ike* **W***antmanship*

Give people the want and you're on your way. The Crosley Group does it with **W***antmanship*, the dynamic new dimension in selling. Typical of the Group, WLW-D, Dayton, *audiences* your advertising with *promotion* to make sure your sell is seen and heard. **W***antmanship* explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

WLW *Radio*
WLW-A *Atlanta*
WLW-C *Columbus*
WLW-D *Dayton*
WLW-T *Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Hollywood*

Q Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America – seven days a week – the year around?

A KCMO, Kansas City's only 50,000 watt station. The 1953 composite Conlan "Study of Listening Habits" in Mid-America rates KCMO over *all other* Kansas City stations. In fact, KCMO serves a larger Mid-America audience than *any* other station heard in the area.* Simple sales arithmetic shows that KCMO is your best buy in the rich, expanding Mid-America market.

**There's good reason, too. For information on how KCMO's bright, fresh programming commands the loyalty of Mid-America's largest audience, contact KCMO or the Katz agency.*

KCMO radio

50,000 Watts at 810 Kc.

125 E. 31st St., Kansas City, Mo., or THE KATZ AGENCY

"It's a Meredith Station"

BROADCASTING TELECASTING

April 19, 1954 Vol. 46, No. 16

158 NBC AFFILIATES ACCEPT NETWORK'S FIRST 'SPOT' SALE

Thirty-three affiliates reject, 8 have not replied, as NBC Radio announces first sale of a single one-minute participation in its 'spot announcement' sales plan. NBC officials said the purchase was to be carried as scheduled last night.

NBC's controversial "spot announcement" network radio sales plan appeared last week to have weathered its first storm with NBC affiliates and to be gaining momentum with advertisers.

Officials said Thursday that the first sale under the plan, a single one-minute participation ordered by Kiplinger's *Changing Times* magazine for last night's (Sunday) Dave Garroway radio program [B•T, April 12], had been accepted by 158 affiliates and, although 33 affiliates had rejected the plan, with eight others still to reply, the participation would be carried as scheduled.

From an opponent of the plan, however, came a cry of "coercion" by the network. A spokesman for this affiliate, which had rejected the Kiplinger order, said NBC notified the station it would not be fed the first half-hour of the two-hour Garroway program since the Kiplinger announcement was scheduled in that first 30-minute period. Yet in placing the order with affiliates, the station spokesman contended, NBC said it would be a cued announcement and specified the approximate time, indicating that stations not accepting the business would be able to cut the commercial out of the program.

NBC's Contention

NBC authorities, however, contended their procedure was normal in not feeding a commercial segment to an affiliate not accepting the commercial order. They also pointed out that, under the participations plan, affiliates may sell locally any spots not sold by the network, and said the timing of the Kiplinger announcement was made known to affiliates in advance in order to avoid conflict between the network sale and any sales made locally by the stations.

Meanwhile, it was learned that Liggett & Myers, for Chesterfield cigarettes, is set to underwrite participations on two of the three programs comprising NBC's so-called "Three Plan"; that arrangements are expected to be completed shortly for participations sponsorship by NBC's parent RCA, and that negotiations with at least two other advertisers appear near completion.

Chesterfield is slated to sponsor 13 announcements on the *Fibber McGee & Molly* series (Mon.-Fri., 10-10:15 p.m.) and seven on *Second Chance* (Mon.-Fri., 11:45 a.m. to noon), starting late in June.

These participations are in addition to Chesterfield's expected renewal of sponsorship of the *Dragnet* program on NBC Radio. Agency is Cunningham & Walsh, New York.

Fibber, Second Chance and *It Pays To Be Married* (Mon.-Fri., 5:45-6 p.m.) comprise the "Three Plan," which derived its name not only from the fact that three shows are involved but from the requirement that an advertiser could buy no fewer than three announcements under this plan (although he could distribute them among the shows).

The sales format on the Three Plan has now been changed to eliminate the requirement that at last three participations be bought, although this has not been announced. An advertiser, authorities said, now may buy a single one-minute insertion in a Three Plan program just as in the Garroway show and other programs being offered under the participations format.

Sunday with Garroway, which started last night and will be presented Sundays at 8-10 p.m., is the latest to be added to the list on which NBC is offering participations. Others which have been marked available are *Weekend* (Sun., 4-6 p.m.); *Road Show* (Sat., 2-6 p.m.), and *Big Preview* (Sat., 7-30-9:30 p.m.).

Weekend, which NBC said in its new radio sales presentation (see story below) had been "bought by B. F. Goodrich" and 'used by Buick," and *Roadshow* are being offered at $2,250 per one-minute participation; *Sunday with Garroway,* at $2,000 per participation.

The participations plan, first outlined to affiliates last fall and presented to them in refined form in late February, has sparked considerable opposition among affiliates and station representation firms on grounds that it represents network invasion of the spot radio field and reduction of network rates.

It received the blessings of a majority of a seven-man group of affiliates, headed by Robert D. Swezey of WDSU New Orleans, before it was submitted to other affiliates two months ago, although at least one member of that seven-man group, Robert Hanna of WGY Schenectady, opposed it as "another . . . short-range expediency" that would weaken affiliates, the NBC network, and radio generally.

In soliciting affiliate acceptance of the Kiplinger order, NBC did not ask the stations to sign affiliation contract amendments expressing approval of the plan generally. Instead, the network asked for acceptance of only the Kiplinger order specifically.

FINESHRIBER CITES 117 MILLION RADIOS OVER U. S. IN NEW NBC SALES APPROACH

MEASURE radio and you measure America.

So says NBC Radio in a new presentation that the network's salesmen will start making today to advertisers and agencies. The presentation, shown Thursday in New York by William H. Fineshriber Jr., vice president in charge of the NBC Radio network, in a news preview session, emphasizes that:

MR. FINESHRIBER

• There are now 117 million radio sets in the country.

• Of the nation's 47,500,000 homes, 46,600,000 are radio homes.

• America's acquisition of radios is accelerating, despite tv competition. Last year the American public spent $575 million for 12 million new radios, a third more radios than were sold in 1952 and 71% more radios than tv sets.

• Two out of three of these new radios were purchased for use outside the living room—4½ million auto radios, 1½ million portable sets and nearly 2 million clock radios.

• Each week, 41½ million families listen to the radio for an average per home of nearly one full 24-hour day.

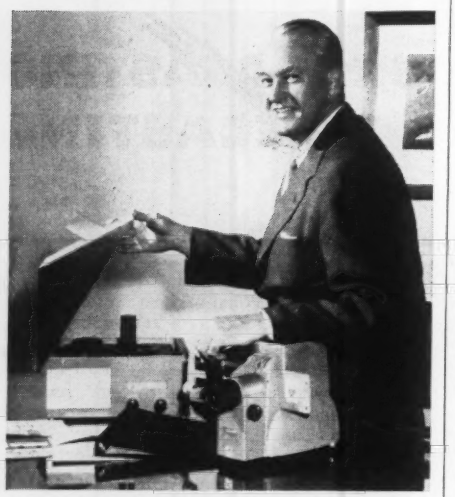
• Each minute, more than 8 million people are listening to the radio.

Mr. Fineshriber pointed out that, impressive as they are, these listening statistics (taken from Nielsen reports) reflect primarily living room listening, although there are 70 million radios in other rooms or outside the house.

"With 117,000,000 radio sets being used by 46,600,000 families, it can no longer be said that one radio makes a radio home," he said.

"Likewise, one commercial does not equal an advertising campaign. To advertisers, the expansion of radio listening throughout the house and throughout the day dictates new selling strategies—tactics that emphasize the need for around the clock circulation, cumulative coverage of millions of different homes, frequency, or the repetition of the sales message over and over to the same people. Radio's ability to pre-select the advertiser's market becomes even more valuable. Likewise, there is continuing need for advertising which can merchandise—'name' talent which can be promoted through attention-getting displays at the retail level."

Concluding with a strong commercial for his network, Mr. Fineshriber declared that "for all national advertisers, regardless of the size of their budget, NBC Radio provides new ways



FRED HORTON, sales director, NBC Radio, exhibits some of the equipment salesmen will use in selling advertisers under NBC's new concept of "radio rooms" rather than "radio homes."

economically to achieve these primary objectives."

There is the exclusively sponsored nighttime program, he said, with its long history of successful selling, which today reaches, if broadcast on NBC, a cumulative audience of 11½ million different homes in a 12-week period. There is the daytime quarter-hour strip show, a long proven sales producer, offering saturation coverage of nearly 17 million homes during 12 weeks on NBC Radio.

There is the Three Plan, "an NBC-pioneered concept of insertion buying" which lets the advertiser put his message on the air through morning and afternoon participation shows and the *Fibber McGee & Molly* program at night. There are also the participation buys into *Roadshow* and *Weekend* on Saturday and Sunday afternoons, respectively, he noted.

"This then," Mr. Fineshriber said, "is the NBC Radio network . . . designed for the floor plan of America's new radio home with 117 million rooms."

'SEE IT NOW' AUDIENCE INCREASED—ALCOA

Sponsor of Edward R. Murrow show on CBS-TV admits 'uncomfortable moments,' but is watching the Murrow-McCarthy controversy's impact on the audience.

ALUMINUM CO. of America, sponsoring Edward R. Murrow on the CBS-TV *See It Now* program, is having "uncomfortable moments" but the audience has increased during the Murrow controversy with Sen. Joseph R. McCarthy (R-Wis.), Alcoa President I. W. Wilson told the company's stockholders Thursday.

Alcoa is keeping a close watch on the controversy and its impact on the tv audience, Mr. Wilson said, and frequently reviews all aspects of the problem. He reminded stockholders that the program was started in December 1951 when there was no metal to sell, with the idea of getting an audience for its public relations messages. The program was selected as a medium of good taste and public service [B•T, April 12].

Comment Aids Firm

Increasing comment by the public is good for the company, stockholders were informed. Mail stirred by the controversy has totaled around 4,000 letters, with more in favor of the commentator than against him. Some letters have been violent, such as one suggesting the firm name be changed to Aluminum Co. of Russia.

Mr. Wilson noted that the company now has plenty of metal to sell. He assured stockholders Alcoa is watching the program closely after some of them had asked if it's right to use company funds to let one man give his opinion. "We felt the program was bringing us good results, both from the public relations and advertising points of view," he said.

Arthur V. Davis, Alcoa board chairman, said the company feels Mr. Murrow has no Red ties. "We have no thought that he is a Communist," he continued.

Mr. Wilson said the McCarthy controversy hasn't detracted from the program's audience appeal but actually has made it more successful than before.

No indication of any change in the company's hands-off policy in regard to the program was indicated. Alcoa said it has nothing to say about content of the commentary and has not been consulted about the handling of the McCarthy dispute.

Summer replacement plans have not been discussed with CBS by Alcoa, which has been off the air eight weeks in each of the two past summers. Last year Mr. Murrow was off the program 13 weeks, with a five-week interim program used pending his return.

Peerless Readies Spot

PEERLESS Electric Inc., New York (Broil-Quik line of infra-red broiler rotisseries), has appointed Hicks & Greist, New York, to handle its advertising, effective immediately, Max Steinbook, president of Peerless, announced last week. The company plans a $2.3 million advertising campaign which includes a New York television spot drive.

NAME ADVERTISERS SPUR TV ACTIVITY

At least six national network advertisers are busy signing renewals and participations or seeking new time segments.

AT LEAST a half-dozen national tv advertisers last week were in the process of signing renewals, booking participations or looking for new time segments for network shows.

The group included American Chicle Co., Texaco, General Motors (Buick), Florist Telegraph Assn., Procter & Gamble (Tide), and General Foods.

American Chicle, New York, through Dancer-Fitzgerald-Sample, New York, was negotiating for one-third sponsorship of the Sid Caesar show which NBC-TV plans to launch next fall (Monday nights, three weeks out of four). Both Speidel watchbands and Block Drug, alternating sponsors of *Name That Tune* which is dropped from its time slot by the network to make room for the Caesar show, also have been offered participations on the new comedy program [B•T, April 12]. Both advertisers have about a month to make a definite decision for next fall.

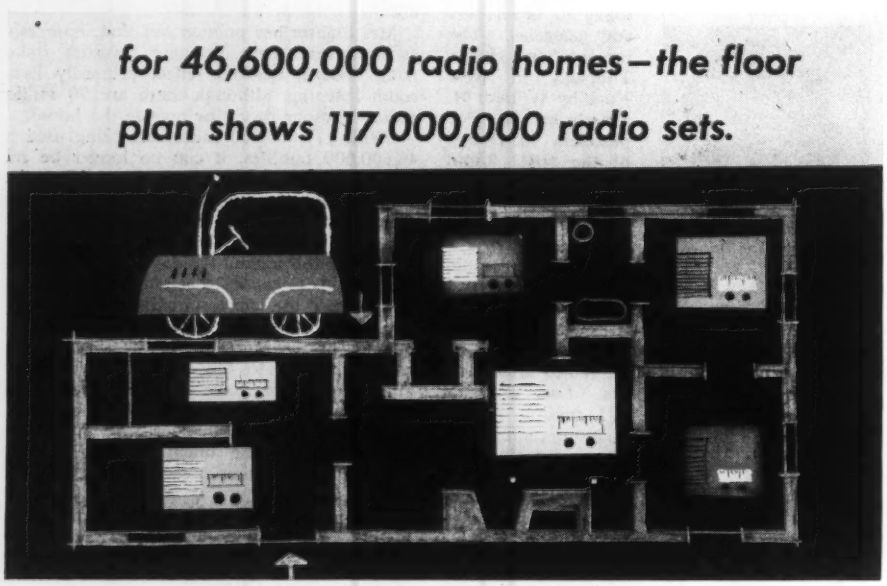
Built by Kudner

Texas Co., which sponsored Milton Berle on NBC-TV a year ago, plans to start a weekly half-hour comedy show built by its agency, Kudner Inc., New York. The show will feature top name comics. Advertiser is negotiating with both NBC-TV and CBS-TV for evening availabilities.

General Motor's Buick Division is planning to renew its sponsorship of Milton Berle on NBC-TV for next year. Kudner agency also services the Buick account.

The Florists Telegraph Delivery Assn. will, in addition to its spot announcement campaign [B•T, April 5], participate on the CBS-TV *Morning Show* and NBC-TV's *Today* and *Home* shows to push sales for Easter and Mother's Day. Grant Adv., New York, is the agency.

Procter & Gamble's Tide, after sessions in



Distribution of sets in the home as seen by NBC

New York last Thursday and Friday, is expected to sign renewal papers for the *Letter to Loretta* program on NBC-TV, Sundays, early this week. Agency: Benton & Bowles, New York.

General Foods, also through Benton & Bowles, has been thinking about a possible replacement for the Monday night *Red Buttons Show* on CBS-TV. The decision does not have to be made until May 20, but it was understood the client would renew the time period for next fall.

Fla. Citrus Group Allocates $650,000 for MBS Show

THE FLORIDA Citrus Commission has authorized $650,000 of a proposed $1 million radio-tv budget for sponsorship of a five-times-a-week radio program for 52 weeks, it was announced last week.

The $650,000 is intended for the Tom Moore show, which will originate from Florida, 11-11:25 a.m., on MBS, reaching 566 stations.

Action was taken last Thursday when the Commission met to select one of three radio-tv plans prepared for them by their agency, the J. Walter Thompson Co.

Final negotiations are still to be worked out with the network. Cost of the radio show has been set at $1 million. A balance of $350,000 is still to be agreed upon. The Florida State Advertising Commission has indicated it might contribute $200,000 towards the cost of the program.

Part of the accepted radio-tv campaign calls for spot announcements on NBC-TV's *Today*.

Krug Joins C&HCM&S

PETER ARNOLD KRUG, head of radio and television, Hicks & Greist, New York, for the past seven years, has been appointed director of the radio and television department of Calkins & Holden, Carlock, McClinton & Smith, New York, effective last Friday. He will direct radio and television activities of such clients as Prudential Insurance Co. of America, Stokley - Van Camp, Marcalus Mfg. Co., Oakite, Stereo-Realist Cameras, and others.

MR. KRUG

Prior to his affiliation with Hicks & Greist, Mr. Krug was with Donahue & Coe and before that with WEBR Buffalo and WNBX Springfield, Vt. (now WKNE). He succeeds Henry Hull Jr., who leaves to become a television consultant in England.

JWT's Dibert to Chicago

TRANSFER of George C. Dibert, vice president of J. Walter Thompson Co., from New York to Chicago was to be announced today (Monday) by George Reeves, vice president and manager of the agency's Chicago office. Mr. Dibert will be assigned in a management capacity to the Swift & Co. account.

A member of Thompson's New York office for 21 years, Mr. Dibert has worked on advertising planning for Standard Brands, Lever Bros., RCA, Ballantine, Ponds and other accounts. He was media director on New York office accounts for nearly 10 years. Previously he was with Young & Rubicam, New York.

DR. PEPPER FAVORS RADIO IN BUDGET

Spot announcements already bought on 150 stations. Bulk of $1 million budget to radio.

BULK of Dr. Pepper Co.'s 1954 $1 million-plus advertising campaign will go into radio, it was announced last week.

A. H. Caperton, advertising manager for the soft drink firm with headquarters in Dallas, Tex., said that television, newspapers and magazines also will be used to support the greatest bottler participation drive in its history. Another estimated $250,000 will be spent by 400 bottlers themselves, though no estimate was available on the amount to be allotted to broadcast media. The account is handled by Ruthrauff & Ryan, Chicago.

Building its drive on the basis of competition with coffee and tea, and other soft drink beverages, Dr. Pepper has bought spot announcements on some 150 stations (all radio) throughout the country, with Del Sharbutt handling commercials. Stations in 40 cities are carrying *The Silver Dollar Man* show.

Tv spots will include a variety of animated presentations. Bottlers are being furnished radio-tv spots, newspaper mats, publicity aids, point-of-sale pieces and other material for use in local advertising and promotion programs using the "Wake Up Your Taste" theme.

C-P Renews 'Comedy Hour'; Bates Agency to Produce 20

COLGATE-PALMOLIVE Co. will sponsor *Colgate Comedy Hour* (Sun., 8-9 p.m. EST) again next season, starting Sept. 19, but with Ted Bates & Co., Colgate agency, sharing production honors with NBC-TV.

In a departure from the network's general policy of producing its own shows, Ted Bates will produce 20 of the *Comedy Hour* programs. The agency was reported to have convinced Colgate-Palmolive that it could produce high-rating programs for the series less expensively than NBC-TV.

Comedy Hour will be seen three Sundays out of four over a span of 39 weeks, with NBC-TV's projected color "spectaculars" going into the 7:30-9 p.m. spot every fourth Sunday. *Comedy Hour* programs produced by NBC will include a number of book shows similar to that of *Anything Goes* during the past season, as well as the Martin & Lewis shows.

Colgate also is retaining the Sunday 8-9 p.m. time period for the summer, with the *Comedy Hour* summer replacement program to be announced shortly.

Hamm's Purchasing Nearly Half Million in Baseball

THEODORE HAMM Brewing Co., St. Paul, will spend approximately $400,000 on radio-tv baseball coverage this year, it was learned last week.

Newest baseball purchase is that of 24 night and day games of the Minneapolis Millers and St. Paul Saints, American Assn. teams, on WCCO-TV there. It will co-sponsor tv.

Other buys include co-sponsorship of 12 games of the Albuquerque Dukes on KOAT-TV, about 130 contests of the local Fargo-Moorehead Twins (Class D, Northern League) on KVOX Moorehead, Minn., radio, with co-sponsorship; about 120 games of the Northern League Eau Claire Braves on WEAU, with Hamm's picking up one-third of the tab, and 40 Northern League Duluth night games on WDSM Superior.

No regional networks are involved in any market, although it was reported that Hamm's was interested at one time in setting up such a hookup for the Chicago White Sox and Cubs daytime home games emanating from WGN-TV there [B•T, April 12].

WINNERS of KMTV (TV) Omaha's slogan contest among advertising and agency people [B•T, March 29] make no effort to hide their happiness. In top picture, Ruth Mensch of Comer & Pollard Agency, Kansas City, says, "I'm the happiest girl in K. C." as she receives the first prize, two tickets and $200 for an all-expenses-paid week for two at Sun Valley, from Frank Peddie, KMTV local sales manager. In center, Ralph Starkweather Jr. (l), Erwin, Wasey & Co., Los Angeles, calculates with a slide rule how many diapers he can buy for his young son as Mrs. Starkweather holds third prize check presented by Bill Larimer (r), Edward Petry & Co., KMTV national representation firm. At bottom, William C. O'Donnell (l), KXOK St. Louis, accepts the fourth prize, a case of bonded bourbon, from Dick Hughes of Edward Petry Co.

Muntz Tv Creditors Hold Off on Demands

MEETING of creditors involved in bankruptcy proceedings filed against Muntz Tv Inc., Chicago set manufacturer now in process of reorganization, was held in Chicago the past fortnight.

The session was held at the offices of Michael Shore Adv., Chicago agency and one of three complainants in charges against the firm and two Muntz subsidiaries, with broadcasters and newspaper representatives in attendance. It was understood that creditors would decide not to press their claims for unpaid bills pending outcome of the reorganization. The agency and two suppliers listed bills of $476,000.

Deadline on the reorganization proposal is July 30 for shareholders and creditors and Aug. 30 for filing by trustees. Hearing on proposals has been set for Sept. 15.

N. Y. 3% Tax Could Force Out Agencies

EXTENSION of the New York City 3% sales tax to advertising agencies [B•T, April 12] would serve only to drive many agencies from the city, with a good possibility that the commercial radio and tv programs would follow them out of New York, Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared Wednesday during a budget hearing before the city's board of estimates.

Mr. Gamble's arguments were augmented by Lawrence Valenstein, president of Grey Advertising and a director of AAAA, who said that for his agency, which has offices only in New York, the effect of the tax would be the same as if the agency's rent were to be increased by 90%. It would take more than 25% of Grey's net profit before state and federal taxes, he said.

MR. GAMBLE

New York Mayor Robert Wagner was quoted as promising to give "the most careful consideration" to the serious practical questions raised by Messrs. Gamble and Valenstein and the others who appeared in opposition to the proposed broadening of the application of the city sales tax. During the hearing, however, the mayor declared that while everybody wants better city services nobody seems willing to pay for them. The complete sessions were broadcast by municipally-owned WNYC New York.

Declaring that the average advertising agency profit is only 6.2% of net income, or less than one per cent of gross billings. Mr. Gamble said that if the tax were to be imposed, the agencies would have to absorb it as they cannot pass it on to the client, whose payments for advertising time and space are expressly exempted from the tax proposal, nor to the media from whom the agency receives its 15% commission.

The agencies cannot absorb the tax, Mr. Gamble stated, "because it would amount to nearly 40% of their average net profit before federal income taxes—30% more than they pay on the average in federal income taxes."

New York agencies, which now place 55% or more of all national advertising, would be forced to move elsewhere if they are to compete with agencies outside the city, Mr. Gamble said. If they are forced to move, he warned, "suppliers, artists, etc., will tend to follow. Radio and television will probably go to Hollywood and Chicago."

This, he explained, would entail a loss to the city of some part of the 20,000 agency employes, with a payroll exceeding $120 million, plus 50,000 supplier employers. Total loss would mean $500 million in salaries, he said, plus $50 million in rentals, plus the millions in taxes now paid on materials.

"You will have more New York City people out of work and hence will need a still larger budget with a reduced business to raise it from," Mr. Gamble said. Noting that "diluting the value of the dollar spent for advertising will weaken sales," he declared, "if you tax advertising and weaken it, you are bound to have less sales to tax and less revenue from the sales tax."

Moving from Mr. Gamble's general figures, averaging those of all New York agencies, Mr. Valenstein cited the specific example of his own agency. With 81% of its business coming from out-of-town clients who could easily place their advertising with agencies outside New York, he said, the tax would have the effect of placing a premium on doing business with a New York agency. In effect, he said, the tax would tell New York agencies to get out of town.

SPOT NEW BUSINESS

Florist Telegraph Delivery Service, on May 15, for that day only, to place spot announcement campaign in 11 markets. Firm also expects to use tv schedule. Agency: Grant Adv., N. Y.

Essotane bottled gas, used for home cooking and tobacco curing, placing radio spot announcement campaign to start May 30 for six weeks, followed by two more weeks in tobacco area. Campaign will go in three states, North and South Carolina and Virginia. Agency: McCann-Erickson, N. Y.

Jay Broiler Co., N. Y. (Roto-Broil '400' series), announced $1½ million has been alloted to promote the rotisserie broiler during 1954 with a major portion to be spent in the Western market, utilizing radio-tv, along with other media.

Standard Oil Co. (of Indiana) will utilize 33 radio and 11 tv stations in 32 key Midwest cities for sales messages to promote its new Super Permalube oil line as part of a heavy advertising campaign for April and May. The commercials will be aired on radio-tv news and sports shows and in spot announcements.

Orange Julius Sales Co., L. A. (fountain orange beverage), started summer spot campaign on KBIG Avalon, Calif., April 15, adding two more Los Angeles area stations May 1, making approximate total of 1,000 announcements per month through Sept. Agency: Beckman, Hamilton & Assoc., L. A.

NETWORK NEW BUSINESS

Quaker Oats Co., effective June 1, buys Tuesday and Thursday segments of ABC *Breakfast Club,* radio-tv simulcast, 8:45-9 a.m., continuing 8-8:15 on radio Tuesday and Thursday until June 1, when it will pick up complete simulcast, throwing Mon.-Wed.-Fri. radio first quarter-hour up for sale. Deal sells out *Breakfast Club* on radio-tv across the board in last quarter-hour with Philco Corp. beginning Mon.-Wed.-Fri. tv sponsorship 8:45-9 a.m., April 12 to supplement radio portion. Agency: J. Walter Thompson Co.

NETWORK RENEWALS

Miles Labs renews *News of the World* on 187 NBC Radio stations (Mon.-Fri., 7:30-45 p.m.) for 52 weeks, through Geoffrey Wade, Chicago.

Doubleday & Co., Garden City, N. Y., renewed *The Answer Man* on 12 CPRN stations, Sat., 7:45-7:55 a.m. (PST), from April 10; Sun., 9:45-9:55 a.m., from April 11; Sun., 10:15-10:25 p.m., from April 18, and Sat., 12:15-12:25 p.m., from May 22, each for 13 weeks. Agency: Thwing & Altman Inc., N. Y.

AGENCY APPOINTMENTS

Colonial Provision Co., Boston (packers of Colonial shoulders and frankfurts), appoints Ingall-Miniter Co., same city, to handle merchandising, sales promotion and advertising.

The Home Builders Assn. of Metropolitan Washington, D. C., appoints Kal, Ehrlich & Merrick, same city, to handle advertising for eighth annual Home Show and Home Furnishings Festival, April 24-May 2. Radio, television and newspapers will be used.

Marineland of the Pacific, Palos Verdes, Calif. (recreational and educational development), names West-Marquis Inc., L. A. Radio and tv saturation spot announcement campaign will be used for opening this summer. Roger Combs is account executive.

J. W. Elsworth Co., N. Y. (Ocean Pearl frozen oysters), names Jimmy Fritz & Assoc., Hollywood. Campaign is planned in western and Midwest states during "r" months.

Raleigh Industries of America (bicycles) appoints H. B. Humphrey, Alley & Richards Inc., Boston and New York. Account will be handled in Boston office.

I. D. Company (Western Hemisphere distributors for Baret Ware, manufactured in England) appoints Cayton Inc., N. Y.

Liebmann Breweries Inc., N. Y., names Foote, Cone & Belding International div. to handle all Rheingold extra dry beer advertising in Puerto Rico, effective immediately. Radio and tv will be used.

AGENCY SHORTS

The Whitebrook Co., 730 Fifth Ave., N. Y., has been formed by Lloyd Whitebrook, former vice president in charge of service in New York office, Joseph Katz Co. Accounts and personnel to be announced shortly.

Time & Space Inc., Hollywood, changes name to Noel, Lent & Associates, with offices at 1522 N. La Brea. William I. Noel is president; Nat Lent, executive vice president; Harold Dryfus, vice president, and Marjory Becket, head of merchandising department.

Michener Co., Philadelphia, moves to 2000 Lincoln-Liberty Bldg.

Abner J. Gelula & Assoc., Philadelphia, moves to Wilford Bldg.

MPTV'S RULING REQUEST DENIED BY FCC

Company had asked the Commission for opinion on legality of trading films for station time, which it would then sell.

REQUEST of Motion Pictures for Television Inc. that FCC issue a declaratory ruling on the legality of **MPTV's films-for-spots plan** [CLOSED CIRCUIT, April 12], was turned down by the Commission last Thursday because of its policy not to offer prior legal ruling.

MPTV's plan envisages supplying films to uhf and vhf stations at no cost other than permission to act as "agent" in selling the station's available spots and retaining the income therefrom to the amount of the dollar value of the films. Station would retain full right to choose and control telecasting of films and to accept or reject sponsors solicited by MPTV.

The film firm advised FCC it considered this proposal does not suffer from "the defects inherent in the 'time brokerage' or 'reservation of time' agreements which the FCC has frowned upon in the past."

FCC wrote MPTV:

The Commission appreciates your interest in seeking to obtain a ruling concerning the legality of the arrangement you contemplate prior to its initiation. However, we have in the past considered the advisability of rendering opinions or, in effect, declaratory rulings concerning the legality of proposed program arrangements submitted by parties to the Commission other than station licensees. The considerations which have led the Commission to adopt a policy against rendering such advisory rulings are set out in our decision *In re Goodman*, 4 RR 98. For reasons indicated in that decision the Commission is of the view that an advisory ruling such as you request should not be issued in this case.

In the 1948 Goodman case, FCC refused to rule in advance whether stations which carried *Radio Telephone Game*, a package of Harry S. Goodman Radio Productions, New York-Los Angeles, would violate the anti-lottery provisions of the Communications Act.

MPTV's letter to the Commission said "we have recently had separate extensive discussions with the licensees of several television stations concerning a program arrangement under which any one of them might obtain . . . a quantity of selected films for telecasting over his respective station without becoming financially obligated to pay for such program material."

"More particularly," the letter said, "our conversations contemplated the following arrangement with any interested station: MPTV will furnish to the station at a fixed monthly rate during the stated term of the agreement such of its film library as the station believes are suitable for telecasting in its community. However, instead of paying in cash for the films used, the station shall authorize MPTV, as its agent, to sell a prescribed number of spot announcements for telecasting over its facilities at such times as it may designate and deem appropriate.

"The number of announcements so to be sold will be determined by equating the dollar value of the films supplied by MPTV to the dollar value (as per the station's rate card then in effect) of the time in which such announcements are to be telecast. MPTV will be authorized, also, to retain for its own use and benefit the proceeds from such sales, and the amounts so received by MPTV shall be deemed to constitute payment in full for the films furnished by it to the station."

No Obligation

The petition asserted that "at no time shall the station become obligated to make payment to MPTV in any other manner. All spots sold by MPTV will be sold subject to the station's approval of sponsor, sponsor's product and program content; and at all times, the station shall retain full right to determine, select, supervise and control the program content and the selection of the program sponsors."

The future success of the telecasting industry and "the survival of new stations in small or multiple-station communities," the letter noted, "has been said to rest in the 'resourcefulness, initiative, imagination and devotion to public interest' of the broadcasters. The proposed agreement with MPTV represents an application of these attributes which will assist a station to surmount its initial operating difficulties and to continue operation pending the production and distribution of substantial numbers of uhf-equipped sets and converters." FCC was told:

The proposed arrangement with MPTV is "equally advantageous" to both uhf and vhf stations "located in the large, highly competitive metropolitan markets or in the smaller, more remote areas where good network programs are unavailable for a variety of reasons," FCC was told.

INFORMAL moment at United Television Programs' recent three-day Chicago sales convention is shared by (l to r) Noel K. Rubaloff, UTP national advertising and sales promotion manager, Hollywood; Marion D. (Pat) Cloud, Chicago branch manager, Schmidt Lithograph Co.; John P. Rohrs, UTP vice president, Chicago; Lee Savin, UTP executive vice president, Hollywood; Wynn Nathan, UTP vice president in charge of sales, Hollywood, and Aaron Beckwith, UTP vice president, New York.

H-Bomb Film on Sale

THE film on the hydrogen bomb explosion last fall, "Operation Ivy," produced by the Federal Civil Defense Administration and the Defense Dept. [B•T, April 5], now can be purchased in black-and-white or color without restriction, it was announced last week. Any group organization or individual (except foreign governments) can buy the film without need for authorization or clearance. Prints cost $27.90 for black-and-white and $84.55 for color (includes reel, can and case). The film, which runs 28 minutes, can be purchased directly from Capital Film Labs., 1905 Fairview Ave. N.E., Washington, D. C.

NBC Film, March of Time Arrange for Lease

IN a transaction described as "the largest" for film footage in the history of television, the NBC Film Division last week acquired the March of Time film library for sales and distribution.

Carl M. Stanton, NBC vice president in charge of the division, announced the lease arrangement with the March of Time organization will become effective on May 1. It was estimated that MOT's library consists of 10 to 15 million feet of film. Mr. Stanton said the amount of footage in the NBC Film Library, with this latest acquisition, will be raised to more than 30 million feet.

The MOT footage, Mr. Stanton said, will be leased not only to tv producers but also to motion picture organizations that require documentary and stock film.

"The arrangement with the March of Time library," Mr. Stanton said, "will aid greatly in our effort to offer the best film service in television. With the addition of this film, the NBC Film Library, established in 1940, will contain coverage of national and international events back to 1934, including unduplicated shots of important happenings prior to World War II."

Frank Lepore, manager of the NBC Film Division's film and kinescope operations, will be in charge of combining MOT's film with the NBC Film Library. Ted Markovic, supervisor of the NBC Film Library, will be in charge of the combined footage, which will be handled from the present NBC Film Library headquarters, 105 E. 106th St., New York, N. Y.

Comet Offer to Uhfs Draws Some Response

COMET Television Films Inc., New York, reported last week that about 30 uhf stations have expressed interest in the firm's plan to make Comet products available to uhf stations at whatever price they can afford to pay.

Oliver Unger, Comet president, said the offer was made in a letter mailed to uhf stations several weeks ago and is designed to enable struggling uhf outlets to program film shows without incurring damaging expense. He told B•T last Thursday that this proposal is part of an over-all plan, to be announced shortly, that Comet is formulating to help all tv stations, whether uhf or vhf.

Representatives of several leading distribution firms queried by B•T said they preferred to withhold comment, but pointed out it could

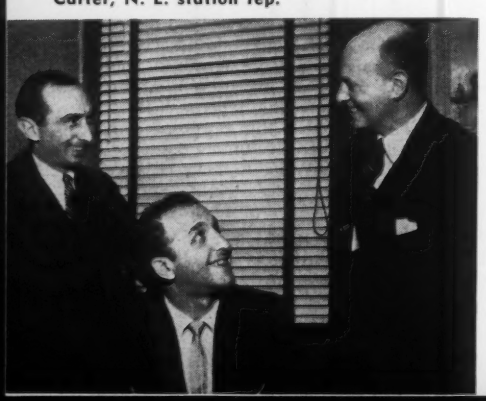
RADIO NEWSREEL

SURPRISE send off and a western hat goes to E. Brents Wooten (2d l) as he ends 32 years of market quotations broadcasts on WBAP Fort Worth. On hand were (l to r): W. P. Bomar, dir. of Fort Worth Grain & Market Exchange; Mr. Wooten; Amon Carter Jr., pres., *Star-Telegram* and WBAP-AM-TV; W. A. (Doc) Ruhmann, WBAP farm dir.

SCHAEFER Beer signs for two Mon.-Fri. sportscasts on WTRY Troy, N. Y. L to r, Dom Tovino, WTRY sls. rep.; Jim Kohut, dist. sls. mgr., Schaefer; Ed Sleighel, WTRY cml. mgr.

GREENE-HALDEMAN, L. A. Chrysler-Plymouth dealer, will sponsor *This Is Los Angeles* news commentary on KNX Hollywood. L to r: William Kenneally, commentator; Joseph Gianera, G-H new car sls. mgr.; William Neale, G-H gen. sls. mgr.; R. F. Glazer, KNX acct. exec.

BARCOLENE Co., Boston (household cleaner), will run 10,680 spots on 14 New England stations. Planning are (l to r): Ramon Silton, Silton Brothers Inc., Barcolene agency; Alan Levine, Barcolene pres.; Elmer Kettell, Kettell-Carter, N. E. station rep.



be uneconomical to the point of not even covering shipping charges. Mr. Unger, however, said he believed that most stations would view the offer "in the spirit in which it was made and make a fair offer." He said that letters he had received from stations, including several uhf, asking for Comet catalogues and additional information supported this contention.

Mr. Unger contended that film distributors must keep smaller tv stations alive or jeopardize their own existence. He said his salesmen have told him that uhf stations particularly have invested in film programming which have not paid off sufficiently to place them in a satisfactory financial position, and declared these stations today do not have the budgets to meet even the low prices which distributors generally are quoting to them.

Suit Resumes Today In Films' Tv Release

A DAMAGE suit for $2.5 million, charging release of 11 feature films to television before their theatrical runs were ended, will resume in Los Angeles Superior Court today (Monday) after a one-week recess.

The suit, expected to establish procedure on release of theatrical films to tv, was filed last year [B•T, March 2, 1953] and charges six independent motion picture companies with releasing the films to tv without authorization. It asks termination of distribution agreements, return of the films and proceeds of past tv distribution and an accounting (which has been ordered by the court).

Plaintiffs are Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessell.

The complaint charges the 1949-produced films were contracted for by Chesapeake Industries (then Pathe Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathe sold Eagle Lion Classics to United Artists, UA continued theatrical distribution and turned over tv distribution to Motion Pictures for Television.

Damages are asked of Chesapeake, Eagle Lion Films, Eagle Lion Classics, MPTV and United Artists. Also named, but not for damages, are NBC, CBS, KTTV (TV) Hollywood and KMTR Radio Corp.

Tel Ra Productions Releasing Racing Films

A SERIES of tv films "on the inside story of thoroughbred racing" is being released by Tel Ra Productions of Philadelphia, with the cooperation of several racing associations in New York, New Jersey and Delaware, it was announced last week by W. Wallace Orr, Tel Ra producer.

Bryan Field, CBS-TV racing commentator, and vice president-general manager of Delaware Park, Del., will narrate the film series, which is designed for 15-minute programming.

First of the 16mm films, "Post Time, U. S. A.," was shown the week ending April 10 on: WROW-TV Albany, N. Y.; WFPG-TV Atlantic City; WMAR-TV Baltimore; WABD (TV) New York; WHUM-TV Reading, WARM-TV Scranton, WSBA-TV York, and WFIL-TV Philadelphia, all Pennsylvania; WTTG (TV) Washington; WATR-TV Waterbury, Conn., and WDEL-TV Wilmington, Del. The series is offered at print costs with participating station receiving exclusive rights in its city.

Princeton Film Starts Rural Program for Tv

PRINCETON Film Center, Princeton, N. J., announced last week that it will launch production April 26 on a new 15-minute public service tv filmed series, *Rural Review*, in association with Agricultural Assoc., Washington.

The series will be offered free of charge by Princeton Film to local television stations, provided the film is scheduled on a regular basis, at the same time and day each week. Gordon Knox, PFC president, said more than 125 stations already have indicated they will present the series on this basis, and he estimated that the line-up will be more than 200 by Sept. 1.

"The program will be the first syndicated film series on tv aimed specifically at rural audiences," Mr. Knox said. "The purpose of our series is to present farm news of both general and specific interest to farmers, ranchers, dairymen, and to their wives and children."

Each 15-minute film will have four "sponsors" to cover the cost of production and distribution, Mr. Knox said. Sponsors signing for 13 participations will pay $22.50 for each station exposure, with PFC guaranteeing that each participation will be shown on a minimum of 200 tv stations.

Sponsors will not be allowed commercials as such, Mr. Knox explained, but their product will be demonstrated to emphasize the classification rather than the brand name.

Frankie Laine, Guild Films Contract for Video Series

PLANS for the production of a half-hour tv film series starring Frankie Laine, with Mr. Laine and Guild Films Co. as co-producers, were announced last week by Reub Kaufman, Guild President.

Production on the series, titled *The Frankie Laine Show*, is expected to begin this week in Hollywood. Mr. Kaufman said the series will be available for release about Sept. 1, with Guild Films handling distribution.

With the addition of *The Frankie Laine Show*, Guild Films will have three musical tv film properties. The others are *Liberace Show*, currently on more than 170 tv stations, and the *Florian ZaBach Show*, presently in production and due for fall release.

FILM SALES

WCBS-TV New York announced last week it has acquired from **Hygo Television Films Inc.**, N. Y., a new package of 28 feature films, including 10 Hollywood productions, for exclusive use in the New York area, starting May 1. The Hollywood-produced group was purchased by Hygo recently from **Chesapeake Industries Inc.** at a reported cost of $300,000.

George Bagnall & Assoc. has announced WGN-TV Chicago purchase of 13 additional films in *Hollywood Half-Hour*, and KGO-TV San Francisco for 39 films in the series. WNBT (TV) New York has bought 195 five-minute cartoons in *Crusader Rabbit;* KFBB-TV Great Falls, Mont., acquired *Ringside With Wrestlers.*

KTTV (TV) Hollywood has obtained exclusive L. A. area tv rights to 12 "Sherlock Holmes" feature films, produced at **Universal-International** as recently as 1946, from **Motion Pictures for Television** in MPTV's first sale of the package. Release of the films reportedly is no way indicative that **Universal-International** will reverse its ban on releasing the U-I backlog of theatrical features to tv. These films were sup-

IN BALTIMORE

IT'S THE WOMAN'S ANGLE

with ANN MAR

•

MONDAY THRU FRIDAY
1:00–1:30 P.M.

MONDAY, WEDNESDAY, FRIDAY
4:00–4:15 P.M.

Realizing that the average homemaker has more budget-balancing problems than the U.S. Treasury, Ann Mar designs The Woman's Angle to help with the balancing act. Her recipes, for instance, are chosen because they fit into the average family eating pattern. And you can bet that the ingredients won't cost an arm and a leg. Ann's viewers also learn to save other pennies here and there . . . making their own slip covers, reupholstering furniture at home, or doing any of a hundred Ann Mar demonstrated things.

The MORNING SHOW

Mon. thru Fri. 7:00-9:00 A.M.

"The Morning Show" brings viewers completely up-to-the-minute concerning the news of the previous 24 hours and gives them an informed prelude to upcoming events. It offers interviews with interesting people from the entertainment world and from sports and industry as well as remote "live" broadcasts.

Billy Johnson's Cartoon Show

MONDAY THRU FRIDAY 9:00-9:30 A.M.

As a pleasant bonus for morning televiewers, WMAR-TV presents "The Billy Johnson Show," a program for all the family, each weekday, Monday through Friday at 9 A.M. Billy Johnson originates his program in Washington and designs it for viewers in both the National Capital and Maryland.

Most Powerful TV Signal in Maryland

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

posedly made by independent producers merely renting space at the studio. The package features **Basil Rathbone** as Sherlock Holmes and the late **Nigel Bruce** as Dr. Watson.

WPFA (TV) Pensacola, Fla., has acquired two-run rights to 26 *Craig Kennedy Criminologist* half-hour tv films and 52 western features from **Louis Weiss & Co.,** Los Angeles, for a one-year period. **KGGM-TV** Albuquerque has acquired three-run rights to 52 western features for one year from **Weiss.**

FILM PRODUCTION

Screen Gems Inc., Hollywood, is currently shooting three films for NBC-TV *Ford Theatre* series. Forerunner to the tv film version of NBC Radio *Father Knows Best,* "Keep It in the Family" stars **Robert Young** with **Ellen Drew** and **Sally Fraser** signed to portray the mother and daughter roles, respectively. **Eugene B. Rodney** is producer and **William D. Russell,** director. *Father Knows Best,* itself, goes before the cameras early next month (May). **Joanne Gilbert** makes her tv film debut in "Mason-Dixon Line," starring **Peter Lawford. Gerald Mayer,** in his first film for *Ford Theatre,* is director and **Michel Kraike,** producer. To film "Beneath These Waters" for *Ford,* **Screen Gems** has constructed a destroyer with the sections employed in the film complete in detail. **Lt. Cmdr. J. E. Bauernschmidt,** U. S. Navy radio-tv officer from L. A. Armed Forces Information Office, is serving as technical advisor on the Navy Department-approved script, which is based on the heroic deeds of the destroyer *Barksdale* in the South Pacific during World War II. Film stars **Ronald Reagan.**

Federal Telefilms Inc., Hollywood, this week (April 12) goes before the cameras at Goldwyn Studios with *Adventures of the Falcon,* a **Bernard L. Schubert Production,** which **NBC Film Division** will distribute under a recently signed contract, reportedly in excess of a million dollars. **Buster Collier** is executive producer on the 39 half-hour films starring **Charles McGraw** in the title role. **Ralph Murphy** is signed to direct the first two films and **Paul Landres,** the second two.

Roland Reed Productions, Culver City, Calif., has completed 40-minute industrial color film for **Westinghouse Electric Corp.** at an approximate cost of $150,000. Film, which introduces a new line of home appliances, features such name talent as **Lucille Ball, Marie Wilson, James Mason, Percy Kilbride, Andy Devine, Edward Arnold, Maureen O'Sullivan** and **Jerry Colonna.** Westinghouse additionally ordered $96,000 in prints to be shown at sales meetings.

RANDOM SHOTS

Gross-Krasne Inc., Hollywood, is scheduling overseas locales for final 13 films in first 39 of *Lone Wolf* series, now being distributed by **United Television Programs Inc.** Starting in July with a budget set at approximately $35,000 per half-hour film, sites selected are Bermuda, Nassau, Havana, Trinidad, San Juan, Matego Bay, Barbados and Caracas. Remaining films in the group will be shot in Europe and the Far East.

George Bagnall & Assoc., Beverly Hills, has expanded local facilities with booking and accounting departments located at 439 S. La Cienega. New offices will house personnel formerly with **Consolidated Television Sales,** management of which has been assumed by the Bagnall firm.

31% of Farms Have Tv, Says Telenews Firm

The film production firm announces figures upon release of its new quarter-hour 'Farm Report' series.

COINCIDENTAL with the release of its new 15-minute, weekly tv filmed series *Farm Report,* Telenews Productions, New York, made public last week figures showing a 31% tv set saturation of U. S. farm homes.

This figure was derived by Telenews' research staff, based on data in the A. C. Nielsen survey prepared for CBS-TV and released last February. A Telenews spokesman stressed that the 31% figure for tv set saturation in farm homes also was reached in a separate survey by Market Research Corp.

The new series, the spokesman said, has prompted considerable sponsor interest. Telenews is pricing the program at $4,000 a week for network presentation. Each program is designed to provide up-to-date information in all areas of agriculture.

In its computation of tv set saturation in farm areas, Telenews accepted as farm counties those in which there is no city of 25,000 population and where the majority do not live in urban areas. Other yardsticks used by Telenews were to consider only those counties which have a 40% tv set saturation or better and to include counties within a 50-mile radius of a tv station in that market.

On the basis of the rate of growth in tv farm homes of over 200% between January 1952 and January 1954, Telenews spokesman said, it is estimated that tv set saturation in farm homes will exceed 50% in 1955.

In a separate tabulation of tv set ownership in 35 "preferred farm markets," Telenews reported a total of 1,799,320 sets. The breakdown was as follows:

Market	Total Tv Sets in Farm Counties
Albany, N. Y.	29,960
Altoona, Pa.	79,220
Atlanta, Ga.	76,220
Baltimore, Md.	180,960
Birmingham, Ala.	32,680
Buffalo, N. Y.	55,340
Charlotte, N. C.	116,240
Columbus, Ohio	108,100
Dallas, Tex.	32,400
Denver, Colo.	21,720
Des Moines, Iowa	43,220
Grand Rapids, Mich.	69,980
Houston, Tex.	20,630
Huntington, W. Va.	46,910
Indianapolis, Ind.	84,890
Jacksonville, Fla.	12,310
Kansas City, Mo.	43,980
Louisville, Ky.	61,840
Memphis, Tenn.	44,680
Minneapolis, Minn.	58,350
Nashville, Tenn.	48,780
New Orleans, La.	29,420
Oklahoma City, Okla.	16,950
Omaha, Nebr.	43,920
Richmond, Va.	29,810
Rockford, Ill.	38,720
St. Louis, Mo.	39,130
Salt Lake City, Utah	9,770
San Antonio, Tex.	8,560
San Francisco, Calif.	25,560
Seattle, Wash.	12,340
South Bend, Ind.	86,850
Syracuse, N. Y.	78,050
Toledo, Ohio	91,250
Tulsa, Okla.	20,580
TOTAL	1,799,320

March 7-13 Nielsen Ratings For Radio Dominated by CBS

NBC Radio was crowded completely out of the top 10 evening, once-a-week network radio programs carried by A. C. Nielsen Co. for the week of March 7-13. CBS Radio dominated the whole Nielsen list with the first five shows running in this order, the same as the last Nielsen report [B•T, April 5]: *Jack Benny Show, Amos 'n' Andy, Lux Radio Theatre, Our Miss Brooks* and *People Are Funny.*

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for all Programs)	(2,006)
1	Jack Benny Show (CBS)	4,944
2	Amos 'n' Andy (CBS)	4,291
3	Lux Radio Theatre (CBS)	4,151
4	Our Miss Brooks (CBS)	3,965
5	People Are Funny (CBS)	3,918
6	My Little Margie (CBS)	3,498
7	Bing Crosby Show (CBS)	3,219
8	Arthur Godfrey's Scouts (CBS)	2,985
9	Suspense (CBS)	2,892
10	Charlie McCarthy Show (CBS)	2,892
EVENING, MULTI-WEEKLY		
	(Average for all Programs)	(1,213)
1	One Man's Family (NBC)	2,146
2	Fibber McGee & Molly (NBC)	2,052
3	News of the World (NBC)	2,006
WEEKDAY		
	(Average for all Programs)	(1,773)
1	Arthur Godfrey (Toni) (Fri.) (CBS)	2,799
2	Romance of Helen Trent (CBS)	2,752
3	Arthur Godfrey (Kellogg) (Fri.) (CBS)	2,659
4	Our Gal, Sunday (CBS)	2,659
5	This Is Nora Drake (Toni) (CBS)	2,566
6	Aunt Jenny (CBS)	2,519
7	Wendy Warren and the News (CBS)	2,472
8	Guiding Light (CBS)	2,426
9	Breakfast Club (Swift) (ABC)	2,426
10	House Party (Pillsbury) (CBS)	2,379
DAY, SUNDAY		
	(Average for all Programs)	(793)
1	Shadow, The (MBS)	1,399
2	Sunday Gatherin' (8:30) (CBS)	1,353
3	Sunday Gatherin' (9:00) (CBS)	1,239

Copyright 1954 by A. C. Nielsen Co.

Over One Million Tv Sets Shipped in Jan.-Feb.

SHIPMENTS of tv sets from factories to dealers totaled 1,073,000 units during the January-February period, according to Radio-Electronics-Tv Mfrs. Assn. This compares to 1,348,178 in the same months of 1953. Shipments:

State	Total	State	Total
Ala.	17,173	N. J.	31,747
Ariz.	4,618	N. M.	3,651
Ark.	14,262	N. Y.	98,203
Calif.	64,475	N. C.	26,550
Colo.	8,052	N. D.	4,693
Conn.	13,953	Ohio	57,842
Del.	2,125	Okla.	15,346
D. C.	7,225	Ore.	11,859
Fla.	26,530	Pa.	72,083
Ga.	22,747	R. I.	3,627
Idaho	9,647	S. C.	13,836
Ill.	69,955	S. D.	4,809
Ind.	34,519	Tenn.	21,948
Iowa	27,228	Tex.	55,790
Kan.	17,342	Utah	4,186
Ky.	13,541	Vt.	2,926
La.	22,227	Va.	17,692
Me.	19,160	Wash.	17,921
Md.	13,688	W. Va.	14,752
Mass.	30,311	Wis.	27,351
Mich.	43,211	Wyo.	1,266
Minn.	21,714		
Miss.	9,245	U. S. Total	1,069,973
Mo.	28,167	Alaska	795
Mont.	2,730	Hawaii	2,232
Neb.	11,861		
Nev.	1,175	Grand Total	1,073,000
N. H.	5,014		

NBC-TV'S 'DRAGNET' TOPS APRIL TRENDEX

NBC-TV's *Dragnet* topped the list of Trendex ratings for the week of April 1-7 for evening sponsored network television programs, based on the one live broadcast. Complete listing:

1. Dragnet (NBC)	46.3
2. I Love Lucy (CBS)	46.2
3. Jackie Gleason (CBS)	44.2
4. Cavalcade of Spors (Olson-Gavilan) (NBC)	43.5
5. Toast of the Town (CBS)	35.4
6. Our Miss Brooks (CBS)	34.4
7. This Is Your Life (NBC)	33.5
8. You Bet Your Life (NBC)	32.6
9. Ford Theatre (NBC)	32.2
10. Godfrey's Friends (CBS)	31.0

Special event, Monday, April 5, 8:30-9:00 p.m., President Dwight D. Eisenhower (all four networks): Rating 52.5.

GILT COMPLEX
or Why Psychiatrists Go Crazy

"DOC, one of those superiority complexes is eating on me," said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested "an examination of all the facets" of his patients' personality.

"You mean for me to talk on a couch, like in the movies?"

"That's it—psychoanalysis."

"It'll never work, doc. It's my mother-in-law that's got it."

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo's trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in per family retail sales last year.

If these facts motivate feelings of guilt about gilt you're missing, don't repress them. KGNC has comfortable couches — and schizophrenes can choose radio or tv.

KGNC - AM & TV

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AAAA TO HEAR FOUR INDUSTRY FIGURES

Weaver, Van Volkenburg, Elliott and Stanton to address color tv symposium Friday during AAAA's annual convention at White Sulphur Springs. Good business but better advertising stressed.

FOUR KEY FIGURES in the broadcasting field "will take part in the color television symposium which launches the first general session of the 36th annual meeting of the American Assn. of Advertising Agencies at the Greenbrier, White Sulphur Springs, W. Va., on Friday.

More than 400 representatives of AAAA member agencies and approximately 100 invited media and advertiser guests are expected for the three-day meeting, which opens Thursday with a series of closed sessions, followed by open meetings Friday and Saturday. Total attendance will be limited to 550. Theme of the meeting is "Keeping Business Good—Making Advertising Better."

In the color tv symposium starting at 9:45 Friday morning, President Sylvester L. Weaver Jr. of NBC and President J. L. Van Volkenburg of CBS-TV will discuss "Building Audiences Faster: The Challenge." Then will come an appraisal of "Set and Tube Production: The Key?" by Joseph Elliott, executive vice president in charge of the consumer products division of RCA. The summation will be provided by Frank Stanton, president of CBS Inc., in a speech on "How It Looks to Me."

The color tv meeting, first part of the Friday morning session, will be conducted by Marion Harper Jr., president of McCann-Erickson, New York, member of the AAAA operations committee. Second part of the Friday morning session will be devoted to talks by Fairfax M. Cone of Foote, Cone & Belding, Chicago, on "The Dear Costs of Competition," and Robert J. Keith, vice president of Pillsbury Mills, on "Better Integration of Sales and Advertising."

Sports Schedule

Friday afternoon will be devoted to a golf tournament and other sports, under the direction of sports Chairman Robert E. Daiger of VanSant, Dugdale & Co., Baltimore. The annual dinner will be held that evening, presided over by William R. Baker Jr., Benton & Bowles board chairman and AAAA vice chairman. Earle Ludgin, president of Earle Ludgin & Co., Chicago, chairman of the AAAA board, will deliver the dinner address.

The Saturday morning program will open with an address by Charles H. Brower, BBDO executive vice president in charge of creative services, on the proper integration of research and creative writing. Walter Margulies, president of Lippincott & Margulies, New York, will analyze the impact of product design on the buying public.

Winding up the convention program will be a discussion of "Advertising and Other Developments in Washington" by a panel of *Newsweek* "Periscope" editors, moderated by Ernest K. Lindley, head of the *Newsweek* Washington bureau, and an address by Roy E. Larsen, president of Time Inc., on "Advertising and Good Citizenship."

Attendance at the sessions on opening day —Thursday—will be limited to AAAA members. The agenda includes election of new officers and directors, reports, and group meetings for the discussion of agency problems. The new board will hold its organization meeting late Thursday afternoon, when the new Operations Committee will be elected.

The current Operations Committee, which is in charge of planning the annual meeting, is composed of Chairman Ludgin; Vice Chairman Baker; President Frederic R. Gamble; Secretary-Treasurer Winthrop Hoyt, of Charles W. Hoyt Co., New York; Clifford L. Fitzgerald, Dancer-Fitzgerald-Sample, New York; Henry G. Little, Campbell-Ewald Co., Detroit, and Mr. Harper.

The convention will be preceded, on Wednesday, by the fifth annual council and chapter Governors' Day, in which the governors of the six AAAA sectional councils and 16 chapters will meet to exchange information on activities.

HARRY BURKE (r), general manager, KFAB Omaha, and new president of Nebraska Broadcasters Assn. [B•T, April 12], is congratulated by Bob Thomas, general manager, WJAG Norfolk, retiring president of the association.

NARTB Units Plan Tv Circulation Study

One subcommittee will draft procedures for the study while the other finds out how to pay for it. WDSU's Swezey heads the parent group.

TWO SUBCOMMITTEES will refine and recommend plans to conduct an industry tv circulation project, according to Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Tv Circulation Study Committee.

The committee was formed last year to look into ways of conducting a nationwide tv circulation project, possibly paralleling in some ways the radio surveys conducted after the war.

The full committee met Tuesday in New York to work out details of a pilot tv study. Paul Raibourn, KTLA (TV) Los Angeles, was named chairman of a subcommittee on organization and finance. On the subcommittee are Campbell Arnoux, WTAR-TV Norfolk; Harold V. Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta; Donald Thornburgh, WCAU-TV Philadelphia, and Lee B. Wailes, Storer Broadcasting Co. Mr. Swezey will be an ex-officio member.

Heading the research subcommittee is Hugh M. Beville Jr., NBC director of research and planning. Other members are Donald Coyle, ABC-TV research director; Edward Eadeh, DuMont research director; Oscar Katz, CBS-TV research director, and Ward L. Quaal, WLWT (TV) Cincinnati.

Mr. Swezey said the research group will approve details and procedure for the pilot study. The other group will suggest a corporate structure and ways of financing an all-industry organization for the pilot study and the ultimate nationwide tv count. He said the full committee will report to the NARTB Television Board, which will take final action.

NARTB President Harold E. Fellows attended the Tuesday meeting along with Thad H. Brown Jr., vice president and tv counsel; Richard M. Allerton, director of research, and Dr. Franklin Cawl, marketing and research consultant to NARTB on the project. Others attending were Messrs. Swezey, Arnoux, Reinsch, Raibourn, Thornburgh, Quaal, Coyle, Katz, Eadeh and Beville.

ASNE Hits at Restrictions Imposed on News Media

J. R. Wiggins gives discouraging report on efforts to keep ahead of restrictions on access to governmental activities.

MEDIA are losing the battle for the public's legal right to knowledge of federal government activities, in the opinion of the board of directors, American Society of Newspaper Editors.

Meeting in Washington last Thursday through Saturday, ASNE and its board agreed that all new legislation with repressive clauses must be closely watched. This scrutiny will be conducted with the aid of Dr. Harold L. Cross, author of *The People's Right to Know*.

J. R. Wiggins, managing editor of the *Washington Post-Times Herald* (WTOP-AM-FM-TV Washington, and WMBR-AM-TV Jacksonville, Fla.) reported as chairman of ASNE's Freedom of Information Committee on the society's efforts to protect the public's access to governmental activities.

Noting "a slow legislative corrosion of the right to know," Mr. Wiggins said his committee knows of no effort "to correct the inadequacies of existing statutes." He added, "Nothing is being done to prevent more restrictive federal statutes from being passed. This knowledge gives the committee the discouraging sensation

BAB's Commercials

BAB has begun a new feature in its Radio Advertising Newsletter on techniques and formats used by national advertisers in their radio commercials. Titled "Catch This Commercial," the feature reproduces outstanding radio commercials, giving background on the origination and production, complete copy content and suggestion as to where and when they can be heard. The first two commercials in the series are musical announcements for Pall Mall cigarettes (American Cigar & Cigarette Co., through Sullivan, Stauffer, Colwell & Bayles) and Rheingold beer (Liebmann Breweries, through Foote, Cone & Belding). BAB invites all advertising agencies to submit commercials for consideration.

Uses AP news alone . . .

for successful distributor's program

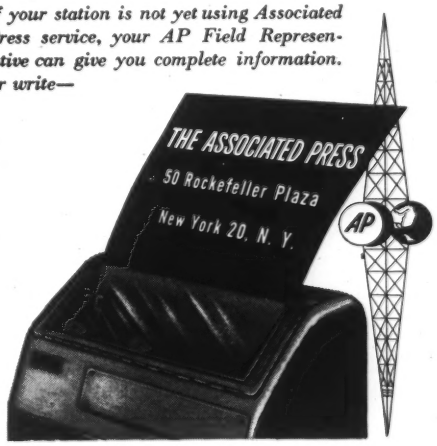
A familiar problem is that of the local advertiser who represents a prominent national firm. He wants a "big time" package, one that reflects the stature of the product he represents . . . but he wants it at a cost commensurate with local sales volume.

WPPA, at Pottsville, Pa., handled this kind of situation by using only AP news. International, national, state, sports and weather reports are integrated to make a fast-moving, full scale 15-minute program for the regional Tidewater Associated Oil Company distributor. Two announcers, using a beeper system, add to the pace of the show and keep listeners alert.

WPPA sold the program, but it's the distributor-sponsor who's *keeping* it sold. In fact, it has been sold to this sponsor for three years running.

Manager A. V. Tidmore doesn't lose sight of the target: "The AP news program is selling Tydol Gasoline and Veedol Oil."

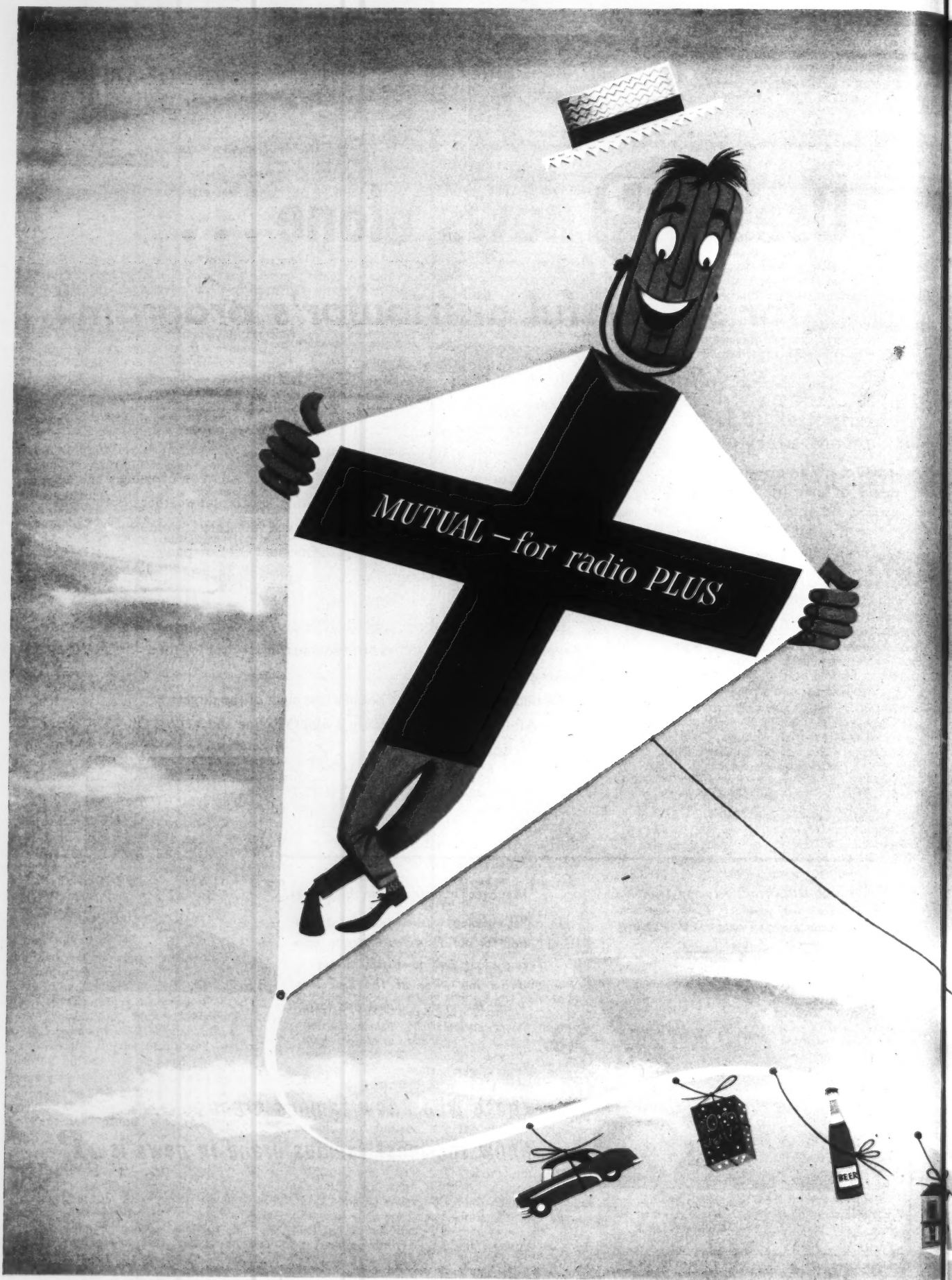
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Manager Tidmore also has this to say:

"It's a pleasure and point of distinction for our duo-newscasters to open and close our newscasts by saying, 'From the wires of The Associated Press, the world's oldest and largest news service.'"

Those who know famous brands . . . know the most famous brand in news is AP


MUTUAL – for radio PLUS
BEER

HIGH TIME

Summer time in radio is high time for selling.

Higher than you realize, maybe. And highest of all at Mutual.

Mutual is the only network with a higher share of audience in the summer than in the winter—12% higher, according to Nielsen (July-Sept vs. Jan-Mar, '53).

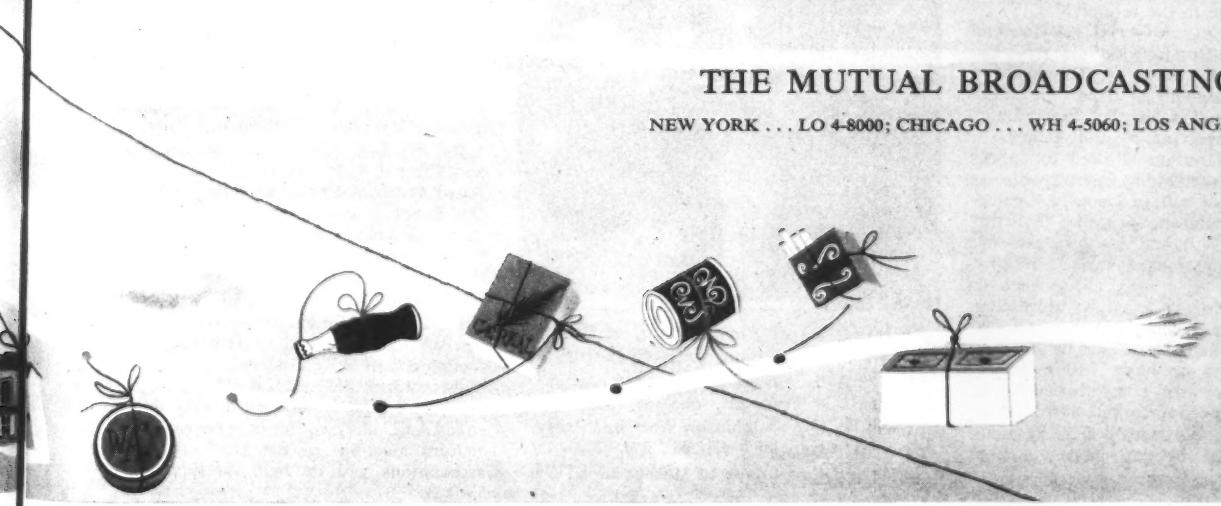
And Mutual is the network with highest gains in summer billings—25% higher, '53 vs. '52.

To sum up the summer evidence in a sentence, Mister PLUS is now ready to kite his clients' sales all over the map, all summer long—with far more stations, closer to people wherever they go.

May we ask where you plan to spend the summer?

THE MUTUAL BROADCASTING SYSTEM

NEW YORK . . . LO 4-8000; CHICAGO . . . WH 4-5060; LOS ANGELES . . . HO 2-2133



that new barriers to public knowledge are being reared more rapidly than old ones can be removed."

He cited figures showing that 44% of all committee and subcommittee meetings of the first session of the 83d Congress were closed. Some encouraging results have come from a number of federal departments as a result of ASNE activities, including efforts to induce agencies to hold more news conferences, Mr. Wiggins said.

Reviewing judicial developments, he declared, "The people's access to their courts was threatened in many quarters during the year." He mentioned orders by Ohio and Colorado state courts, preventing photographs or radio-tv broadcasts of court proceedings because they would detract from the dignity of the court.

The ASNE program included talks by government and military officials, including Theodore C. Streibert, director of the U. S. Information Agency. Scheduled Saturday morning were talks by Coleman Harwell, editor of the *Nashville Tennessean*, on "Why We Dropped Tv Listings," and by N. R. Howard, *Cleveland News* (WHK-AM-FM), on the courtroom picture issue.

Paul Block Jr., Pittsburgh *Post-Gazette* (WWSW Pittsburgh), made a special report on atomic weapon information, claiming atomic developments have outrun public information. He questioned if the electorate is given enough information on which to base opinion on atomic defense spending.

NCAA Again Adopts Controls In Its Football Video Plan

Limited fare of college gridiron games will be followed once more. Little indication Big Ten will institute regional tv.

TELEVISION viewers will get the same limited college football fare shown last year under terms of a new program adopted by members of National Collegiate Athletic Assn. The seventh straight year of controlled football will follow a program adopted last week by the overwhelming vote of 184-26.

Walter Byers, NCAA executive director, tv networks, advertisers and agencies have been invited to meet Wednesday through Friday in New York to submit proposals for telecasts of the autumn series.

The Big Ten conference had advocated a tv program under which teams could appear twice regionally, once at home and once away, or once nationally according to its choice. NCAA members had been urged by the Big Ten to veto the plan in the referendum.

Under terms of the 1954 NCAA football pact there will be 12 nationwide telecasts. Regional games are restricted to Thanksgiving Day. Only other changes from the 1953 formula are elimination of the "panoramic" afternoon shows involving several games.

Major college teams are allowed to appear only once during the 1954 season, with no limit placed on small college games. A game-of-the-week will be telecast on the 12 Saturdays between Sept. 18 and Dec. 4, plus the Thanksgiving Day regional games. At least one Saturday game is to originate in each of the eight NCAA districts, with no more than three in any one district. Preference is to be given colleges that didn't take part in the 1952 and 1953 schedules. Sponsors will make arrangements directly with competing colleges. Provided the one-appearance rule is observed, member colleges may telecast Friday night, Saturday night and holiday games (except Thanksgiving Day).

RADIO-TV TO CARRY IKE'S TALK TO ANPA

Effect of radio and tv on newspapers will be taken up in sessions of the American Newspaper Publishers Assn. conventon in New York.

ALL nationwide radio and tv networks will carry the speech of President Eisenhower Thursday evening at the annual banquet staged by the Bureau of Advertising, American Newspaper Publishers Assn., as the final item on the agenda of the ANPA convention, to be held Monday-Thursday at New York's Waldorf-Astoria Hotel.

The four-day ANPA meeting will open with a labor conference Monday. Tuesday the convention will divide into three sections, for papers of varying circulations. General sessions will be held Wednesday and Thursday morning, when new officers will be elected.

Logs Question

Radio and tv logs and whether they should be run free will be discussed by all three newspaper group meetings. Effect of tv on circulation, whether the final time of delivery of afternoon papers is different in tv areas than in others, and whether the advent of tv into a community has produced any switch from evening to morning newspaper reading are questions listed. Editorial problems include the effect of tv on news writing and coverage, particularly in sports, and the effect on comics.

Added topics for papers with more than 50,000 circulation include the use of tv by department stores and what newspapers' retail advertising departments are doing to combat retailers' use of tv, formulas developed by newspapers to use tv effectively in their own promotion and policies of papers regarding such outside activities of employes as jobs on radio and tv programs.

Wednesday afternoon, the Bureau of Advertising will hold its annual session on newspaper advertising matters and elect new board members. Stuart M. Chambers, *St. Louis Post-Dispatch* (KSD-AM-TV), board chairman, will report on the past year and the outlook for the year ahead. Joyce A. Swan, *Minneapolis Star* and *Tribune* (WCCO-AM-TV), vice chairman, will discuss new Bureau activities.

AP, UP and INS also will hold meetings concurrent with those of ANPA. Henry Cabot Lodge, U. S. ambassador to the UN, will speak at the AP luncheon Monday.

The address of President Eisenhower on Thursday will be broadcast live at 9-9:30 p.m. by ABC's radio and tv networks, with Mutual broadcasting and DuMont telecasting it at that time. CBS Radio will carry the speech at 10-10:30 p.m. and CBS-TV at 11-11:30 p.m. NBC Radio and NBC-TV will carry it at 10:30-11 p.m.

The talk will also be telecast live in New York by WPIX (TV) and broadcast live by WOV, WMGM, WEVD, WQXR, and WBNX.

AT MEETING of Kansas Assn. of Broadcasters in Hutchinson, April 3-4, (l to r) Ray Jensen, manager of KSAL Salina, Howard O. Peterson, general manager of KTVH (TV) Hutchinson and Ben Ludy, general manager, WIBW - AM - FM - TV Topeka, get together at studios of KTVH.

WSAB Opposes Bill Limiting Tv Beer Ads

OPPOSITION to a bill (Initiative 194) prohibiting tv beer and wine advertising between 8 a.m. and 10 p.m. in the State of Washington was recorded at the April 9-10 meeting of the Washington State Assn. of Broadcasters, meeting at Spokane. The bill, filed by the State Temperance Assn., must get 50,000 signatures by July to be certified to the Nov. 2 ballot.

Elroy McCaw, KELA Centralia, was elected president of WSAB, succeeding Leo Beckley, KBRC Mt. Vernon. Other officers elected were James A. Murphy, KIT Yakima, vice president; Allen Miller, KWSC Pullman, secretary-treasurer; Archie Taft Jr., KOL Seattle, D. Gene Williams, KSPO Spokane, Joe Chytil, KELA, and Mr. Beckley, directors.

Mr. McCaw said a drive will be conducted to bring every state station into the association. He added that a liaison will set up with other state groups for mutual benefit. Ru Lund of Moore-Lund Radio Station Representatives, Seattle, described work of the Oregon State Assn. in promoting radio.

Bill Simpson of KOL conducted the quarterly sales clinic. It featured Joe Ward of Advertising Research Bureau Inc. and Royal Friend, formerly of Frederick & Nelson, Seattle department store. Mr. Simpson showed a slide presentation to be used in Washington markets to promote use of radio by retailers.

Spurious Radiation Study Set for RETMA Convention

INDUSTRY program designed to cut down interference caused by radiation and spurious emissions from tv receivers will be submitted to the Radio-Electronics-Tv Mfrs. Assn. during the association's series of spring meetings to be held April 26-30. RETMA observed its 30th birthday this month.

Dr. W. R. G. Baker, vice president of General Electric Co., will submit to the RETMA board a voluntary program for self-regulation. Dr. Baker is chairman of a special spurious radiation committee. RETMA has attacked the problem in an effort to prevent threatened FCC action.

RETMA divisions and committees will meet April 26-27 at the Roosevelt Hotel, New York. Revised dues and budget structure for the association will be considered. If approved by divisions and the board, it will go to the membership at a proxy meeting in May and go into effect Aug. 1. Two-thirds approval is required.

Joint meetings of the U. S. and Canadian associations will be held April 29-30 at the

ONE PROGRAM OFFER OF THIS PHOTO BROUGHT OVER 3000 REQUESTS!

Three announcements on a 7:15 Sunday morning WFAA broadcast offering this photo of The Early Birds netted in excess of 3000 requests.

Mail pull was from 589 towns. 90.14% were post-marked from outside "sleeping-in" Dallas and Fort Worth. 38.5% bore rural route or box numbers. For the advertiser reaching for a rural market this Early Bird Sunday show is an extraordinary value at Class C rate.

Quaker Oats' *Aunt Jemima* sponsors The Early Birds in three quarter-hour segments a week. 92,700 cards received in an *Aunt Jemima* drawing show The Birds' weekday pulling power. Pulse rates The Early Birds first in every quarter-hour.

The Early Birds are the oldest breakfast variety show on the air. March 24, with their 7670th consecutive broadcast, WFAA celebrated the beginning of The Early Birds' 25th year.

If you'd like to know more about how Texans love and listen to The Early Birds — just ask a Petry man.

One of a series: WFAA's established leadership in the Southwest

ALEX KEESE, Station Manager
GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY & CO., National Representative
Radio Services of The Dallas Morning News

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

Sheraton-Brock Hotel, Niagara Falls, Ont. The U. S. association's board meets April 29, with joint meetings of the two associations' industry committees on the schedule.

RETMA's 30th birthday will be formally celebrated at its annual convention in Chicago June 15-17. The association was founded by a small group of components firms and was known as Radio Mfrs. Assn. until 1950 when it became Radio-Television Mfrs. Assn., with the word "Electronics" added in 1953. The original staff of two has grown to two score. Membership has grown from 46 to 370, and the industry's product now exceeds $5 billion.

RETMA is co-sponsoring the annual Electronic Components Symposium, May 4-6, with American Institute of Electrical Engineers, Institute of Radio Engineers and West Coast Electronics Mfrs. Assn. The symposium will be held at Dept. of Interior auditorium, Washington.

Heslep to Address AWRT At Kansas City Meeting

CHARTER HESLEP, chief of the Radio & Visual Information Branch of the Atomic Energy Commission's Public Information Service, will be featured speaker April 24 at the awards banquet of the American Women in Radio & Television convention, to be held at the Muehlebach Hotel, Kansas City.

MR. HESLEP

Mr. Heslep will speak on the topic, "The Atomic Energy Commission Can Talk." He is a former NBC night news editor prior to World War II and chief radio news censor at Office of Censorship during the war. For four years he was Washington manager of MBS.

A banquet highlight will be presentation of seven *McCall's* "Gold Mike Awards." Receiving awards will be Helen Tullis, WMAR-TV Baltimore, top award, for the tv program *As You Can See*. Three executive awards for community service to women and youth go to Dolly Banks, WHAT Philadelphia; Marion Gifford, WHAS-TV Louisville, and Judith Waller, NBC Chicago. Awards for outstanding service to community and youth will go to Bea Johnson, KMBC Kansas City, and Jean Sullivan, KMTV (TV) Omaha. Beulah Donohue, WTMJ-TV Milwaukee, will receive an award for her *Woman's World* program.

Ely Elected President Of N. Y. SDX Chapter

BURL A. ELY, administrative assistant to Oliver Gramling, assistant general manager of AP, has been elected president of the New York chapter of Sigma Delta Chi. The election was held last Tuesday at the annual SDX awards dinner at the Waldorf-Astoria hotel, New York (story page 78).

E. Palmer Hoyt, editor and publisher of the *Denver Post*, was principal speaker. He said news media should not be stampeded by McCarthyism but should remain vigorous and watchful, keep the people informed, and keep up the fight for freedom.

SCAAA SETS TALKS ON RADIO-TV USE

RADIO and television success stories and pointers on how the two media can be used to greater advantage by advertisers, will be related at the Southern California Advertising Agencies Assn.'s fourth annual conference at Palm Springs, April 29-May 1. Al Atherton, president, will preside.

J. Frank Burke Jr., general manager, KFVD Los Angeles and president of the Southern California Broadcasters Assn., will discuss radio's effective use at the final day media session. Richard A. Moore, vice president and general manager, KTTV (TV) Hollywood, will be spokesman for tv. A panel discussion on "Direct Response Advertising" is slated for April 30. Participants will include Walter Tilds, partner, Tilds & Cantz Adv.; Lee Ringer, president, Ringer & Assoc.; Ed C. Stodel, president, Stodel Adv. Agency, and Bruce Lindeke, vice president, Edward S. Kellogg Co.

Walter Marto, head of his own Pasadena agency, is conference committee general chairman, with Douglas Anderson, Anderson-McConnell Adv., heading the program division.

New Mexico Broadcasters Set Meeting April 23-24

NEW MEXICO Broadcasters Assn. will hold its annual convention April 23-24 at Navajo Lodge in Ruidoso, with a pre-convention meeting to be held April 23 by MBS affiliates in the state.

The formal convention program will open April 24. It will be devoted to local news and sports, plus a music discussion led by Justin Bradshaw of BMI. Fred A. Palmer, station consultant, will lead an afternoon discussion of sales techniques. Officers will be elected.

Convention plans were arranged by a committee including Lydia S. Sleppy, KOBE Las Cruces, NMBA secretary-treasurer; Wayne Phelps, KALG Alamogordo; Jud Roberts, KGFL Roswell, and David M. Button, KSVP Artesia. Ivan R. Head, KVSF Santa Fe, is president, with Ernie N. Thwaites, KFUN Las Vegas, vice president.

More Money for Advertising Indicated in NRDGA Survey

TOTAL of 40% of the department stores and 31% of the specialty shops participating in a survey conducted by the National Retail Dry Goods Assn. plan to spend more on advertising in 1954 than 1953, NRDGA said last week in announcing results of the study.

NRDGA said more than 200 stores and shops contributed to the survey, which also showed that 47% of the department stores and 39% of the specialty shops expect their advertising outlays to be unchanged this year. This leaves 13% and 30% of department stores and specialty shops, respectively, anticipating lower advertising expenditures.

Increased use of television and direct mail were indicated by both the department and specialty store merchants, NRDGA reported.

The survey also showed that during the first two months of 1954 the sales and profits of 52% of the department stores and 48% of the specialty shops equalled or exceeded their results for the corresponding period of 1953; that more than half of the stores surveyed expect sales gains up to 5% for the first half of 1954, while 53% of the department stores and 48% of the specialty shops look for increases also in the second half of the year.

N. Y. AWRT Slate

NANCY CRAIG, WABC-TV New York women's commentator, has been nominated for the presidency of New York Chapter of American Women in Radio & Television. Election will take place at the annual meeting in mid-May. Other nominees are Pauline Frederick, NBC news commentator, first vice president; Martha Rupprecht, CBS film and recording division, second vice president; Mary McDonnell, *Radio-Television Daily*, recording secretary; Jayne Shannon, timebuyer, J. Walter Thompson Co., corresponding secretary, and Lillian Lang, program producer, BBC, treasurer.

Smith Named NARTB Public Affairs Chief

JOHN H. SMITH Jr., in charge of promotion and fm at NARTB since he joined the association in 1951, last week was named manager of public affairs by President Harold E. Fellows. He will be in charge of the department handling publications, publicity and promotion, a post formerly held by Robert K. Richards, now administrative vice president. The appointment follows decision of the NARTB last January to create a radio vice presidency as opposite number to the tv vice presidency. The radio vice president is to be named prior to the annual industry convention in Chicago May 23-27. Fran Riley continues in the public affairs department as manager of information and editor of publications.

MR. SMITH

Inside Adv. Week Starts: Gray on Wednesday Agenda

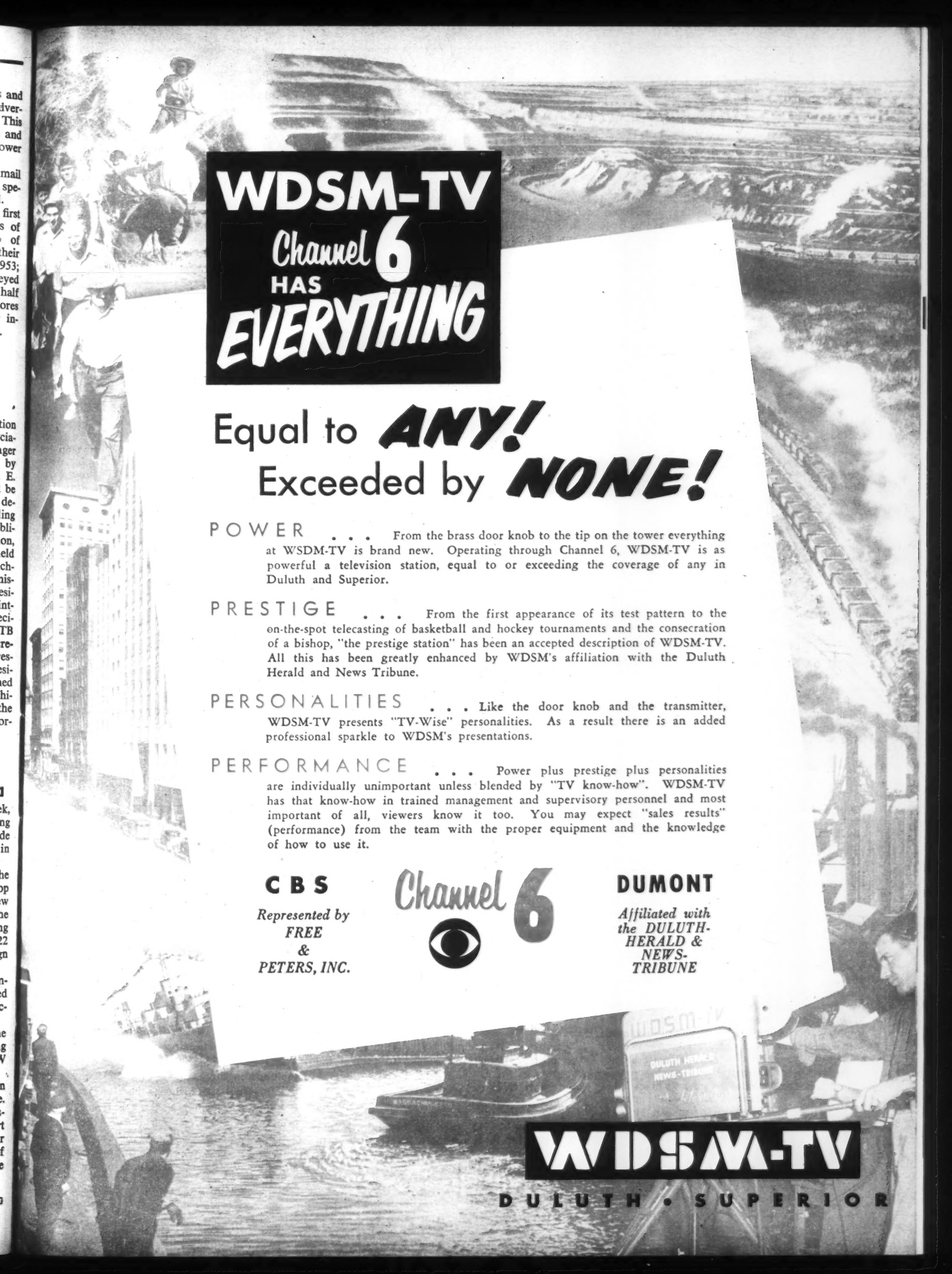
FOURTH annual Inside Advertising Week, designed to introduce outstanding advertising students in colleges and universities to "inside advertising," opened yesterday (Sunday) in New York and will continue through Friday.

For the event, which is sponsored by the Assn. of Advertising Men and Women, 54 top advertising students have been taken to New York to participate in the activities. The group consists of 49 young men and five young women from colleges and universities in 22 states, the District of Columbia and one foreign country (Denmark).

In cooperation with AAM&W, leading companies and service organizations have planned a comprehensive program of conferences, lectures, tours, luncheons and dinners.

As a result of the week's activities, one of the attending students will be named "Outstanding Advertising Student in America" by AAM&W at a future meeting.

Climax of the week will be the graduation banquet on Wednesday in the Hotel Biltmore. High point of the banquet will be an advertising editor-student panel, moderated by Robert Gray, advertising and sales promotion manager of Esso Standard Oil Co., in which a group of students will be interviewed by editors from the trade advertising press.


WDSM-TV
Channel 6
HAS
EVERYTHING
Equal to ANY!
Exceeded by NONE!
POWER . . . From the brass door knob to the tip on the tower everything at WSDM-TV is brand new. Operating through Channel 6, WDSM-TV is as powerful a television station, equal to or exceeding the coverage of any in Duluth and Superior.
PRESTIGE . . . From the first appearance of its test pattern to the on-the-spot telecasting of basketball and hockey tournaments and the consecration of a bishop, "the prestige station" has been an accepted description of WDSM-TV. All this has been greatly enhanced by WDSM's affiliation with the Duluth Herald and News Tribune.
PERSONALITIES . . . Like the door knob and the transmitter, WDSM-TV presents "TV-Wise" personalities. As a result there is an added professional sparkle to WDSM's presentations.
PERFORMANCE . . . Power plus prestige plus personalities are individually unimportant unless blended by "TV know-how". WDSM-TV has that know-how in trained management and supervisory personnel and most important of all, viewers know it too. You may expect "sales results" (performance) from the team with the proper equipment and the knowledge of how to use it.
CBS
Represented by
FREE
&
PETERS, INC.
Channel 6
DUMONT
Affiliated with
the DULUTH-
HERALD &
NEWS-
TRIBUNE
WDSM-TV
DULUTH • SUPERIOR

QUESTION OF HYDE'S REAPPOINTMENT AS FCC CHAIRMAN STILL NOT RESOLVED

His one-year term due to end April 18, but President had not acted as of Friday, April 16. While Hyde is likely choice, Comr. Doerfer also is mentioned as possible successor.

WHETHER Rosel H. Hyde will be continued as Chairman of the FCC by President Eisenhower was an open question Friday as this issue went to press.

There were conflicting reports from semi-official sources. The preponderant view was that Mr. Hyde would be renamed as Chairman by the President. A second was that John C. Doerfer, who was appointed last year from Wisconsin, would be named. Yet a third had Mr. Doerfer transferred to some other government agency, with an unnamed newcomer to be nominated to succeed Mr. Doerfer and eventually assume the Chairmanship.

The one-year term to which Mr. Hyde had been named was to expire yesterday (Sunday). Mr. Eisenhower is in Augusta, Ga., on a golfing vacation but he is carrying on Presidential business as usual. If the President should fail to act by today (Monday) the office of Chairman will become vacant. Under the law, however, the Commission can select its own acting Chairman to serve until the President exercises his prerogative.

The Year is Up

Just a year ago—on April 18—President Eisenhower named Mr. Hyde Chairman for a one-year term, thereby creating a precedent. Mr. Hyde's supporters—and their numbers are legion—are advocating his reappointment without tenure. His present term as a Commissioner runs until June 30, 1959.

In responsible GOP quarters it was indicated that no decision has been reached. Presumably neither the White House nor the Republican Committee is much concerned about the expiration. They evidently take it for granted that Mr. Hyde will continue as Chairman until the President makes up his mind. There doesn't seem to be any question about Mr. Hyde's fellow Commissioners electing him to serve as acting Chairman—unless the Administration steps in with another suggestion.

Mr. Doerfer has not been an active candidate for the Chairmanship but some of his friends and co-workers have been busy in his behalf. Mr. Doerfer originally was slated for appointment to the Federal Power Commission but Southwestern oil interests, which were opposed to his philosophies as chairman of the Wisconsin Public Service Commission, blocked that appointment. The FCC appointment was a compromise.

Mr. Hyde's opposition is practically 100% political. GOP politicians contend he hasn't fired enough old New Dealers and Fair Dealers, notably among the Commission's legal staff. There also has been opposition from members of Congress who have received complaints from their constituents about delay in trying comparative hearing cases involving tv applications.

On the other hand, the White House and the Republican Committee have been swamped with endorsements of Mr. Hyde from every caliber of licensee. Observers find it difficult to fathom why a small hard core of professional politicians should be able to block what they regard as an obvious "merit" appointment. There has been sniping at Mr. Hyde at the junior staff level from within the FCC itself.

One of the situations that reportedly has provoked Chairman Leonard W. Hall of the Republican Committee is the status of Mary Jane Morris, who formerly worked on his staff. An FCC attorney, Miss Morris recently was appointed secretary upon recommendation of Chairman Hyde. But the functions of that office were redefined with Congressional liaison eliminated as a duty of the secretary. Miss Morris is known to resent this change in her job status. She could not have gotten the secretaryship without this downgrading because the Commission reportedly was unanimous in favor of revision of the jobsheet.

It was evident that opponents of Mr. Hyde were having a difficult time finding another candidate for the Chairmanship. Mr. Doerfer's appointment on the FCC expires June 30. Unless he is transferred to another agency, it is deemed certain that he will win renomination but his appointment to the Chairmanship obviously would agitate opposition in the Senate because of his Wisconsin domicile. Mr. Doerfer disavows being a "McCarthy man" but despite this an issue inevitably would be provoked.

Comrs. Robert E. Lee and George E. Sterling, the other Republican members, are not candidates for the Chairmanship. Both have openly supported Mr. Hyde's reappointment on the ground that he has done an excellent job during his first year and that he is in a position to carry to fruition important projects now underway.

The provision of Sec. 5 of the Communications Act, as amended, which covers the chairmanship, states:

> In the case of a vacancy in the office of the chairman of the Commission, or the absence or inability of the chairman to serve, the Commission may temporarily designate one of its members to act as chairman until the cause or circumstance requiring such designation shall have been eliminated or corrected.

Comr. Doerfer was named to the FCC March 20, 1953 to succeed Eugene H. Merrill, a Utah Democrat. A Wisconsin native, he was endorsed for the FCC post by Gov. Walter J. Kohler of Wisconsin and Sen. Alexander Wiley (R.-Wis.). After being graduated from U. of Wisconsin, B.A., and U. of Marquette, J.D. (law), he started private law practice in Milwaukee in 1934 following several years as an accountant. He was elected city attorney of West Allis, Milwaukee, later specializing in public utility cases before the Wisconsin Public Service Commission. In 1949 he was appointed to the Wisconsin commission for a six-year term.

Chairman Hyde, first FCC career man to become chairman, rose from docket clerk during a 26-year service with that agency and its predecessor Federal Radio Commission. After attending Utah Agricultural College he turned to business and finance. He entered government service in 1924 in the Civil Service Commission, attending George Washington U. law school after being moved to the Office of Public Buildings and Parks. In 1929 he completed his law course, meanwhile having been admitted to the District of Columbia bar. He had joined the new Federal Radio Commission in 1928, moving up to a Commissionership in 1946.

FCC CHAIRMAN Rosel H. Hyde (r) accepts an honorary life membership in the National Assn. of Educational Broadcasters from President Graydon Ausmus. The presentation was made after Mr. Hyde's address to an NAEB luncheon meeting held in connection with the Institute for Education by Radio-Television at Columbus, Ohio [B•T, April 12].

FCC Renews Request for Monitoring Funds

A NEW and urgent request for a $950,000 frequency usage monitoring program was made by FCC on Capitol Hill last week.

FCC Chairman Rosel H. Hyde, accompanied by other Commissioners and William Porter, assistant director for telecommunications, Office of Defense Mobilization, appeared Monday before the Senate Appropriations subcommittee on Independent Offices.

The Senate group is considering the House-approved $6,694,400 budget for FCC operations in fiscal 1955, beginning next July 1. The House cut from the appropriation the $950,000 requested for the monitoring program.

Chairman Hyde and Mr. Porter explained the program would be needed to protect the interests of the U. S. around the international conference table on questions of spectrum use. Chairman Hyde said such a study is "necessary both for our economic welfare and for our defense." He said the program is not necessary for listening in to air traffic but to "find opportunities in the spectrum for establishment of communication channels, to protect channels already established."

The program would entail expanding the existing seven stations and renewing operation of an eighth, now inactive at Puerto Rico. Chairman Hyde said he thought FCC could put the program into operation in about three months after it was authorized.

Chairman Hyde also noted that the President, through the National Security Council, had directed the Commission to work hand in hand with Mr. Porter's ODM branch on the monitoring program, and that the $950,000 request was placed into the budget after FCC had completed its yearly budget figure.

Under the House appropriation version, FCC would get $1,231,190 for broadcast activities. Included in the budget is the $150,000 which FCC did not spend during fiscal 1954.

The Senate group, as did the House Appropriations Committee earlier in the spring, applauded Chairman Hyde for the work performed by the Commission in processing the television application workload.

WDSM-TV Channel 6 HAS POWER

A STATION OF *Volume*

The far reaching WDSM-TV signal, with its "high on a windy hill" location (1200 feet above sea level), its brand new transmitter and related equipment merely mean that nothing has been spared to give the advertiser the best possible facility plus the assurance of coverage equal to any and exceeded by none.

When you "buy" WDSM make no mistake about it, you buy real power.

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FCC ASKED TO SUSPEND ALL TV GRANTS UNTIL HEARINGS ARE HELD ON HILL

New group of station executives plans presentation to be made to Senate subcommittee. Pre-hearing meeting invitations sent out by Houston operator. UHF Assn. urges grant suspension.

(1) GENERAL reallocation of television channels. (2) Government guarantee of equipment loans. (3) Abolish vhf television and move all present vhf stations to uhf.

These are some of the possible recommendations that may be made to the Senate Commerce Communications subcommittee May 4 when it begins hearings on the plight of uhf television [B•T, March 9].

Girding for their appearance before the Congressional subcommittee, chairmanned by Sen. Charles E. Potter (R-Mich.), uhf station operators and grantees who hope to persuade Congress to do something to alleviate their economic distress were active last week on several fronts.

• UHF Tv Assn. asked the FCC to suspend further tv grants (both vhf and uhf) until the Senate subcommittee has held hearings, studied the testimony and made recommendations to the FCC.

• A group of uhf station broadcasters met in Washington last week and formed a tentative organization to formulate an all-uhf presentation to the Senate committee.

• Invitations to a pre-hearing meeting were extended to all uhf owners by Leon Green, secretary of KNUZ-TV Houston, to be held in Washington's Hotel Statler May 2 and 3.

• Various regional meetings have been held, or are scheduled to take place in the next week or ten days, it was learned, to analyze uhf's problems and to hammer out salient features for presentation to the Senate subcommittee.

Radical 'Freeze' Idea

The UHF Tv Assn.'s radical "freeze" recommendation was based on the possibility that Senator Potter's subcommittee might make "certain drastic recommendations to the Commission with a view toward ameliorating the present economic distress of the vast majority of the uhf television broadcasters throughout the United States."

Many vhf applicants are "urgently" merging their applications, through dropouts or consolidations, in order to secure grants before the Senate unit meets, the UHF Tv Assn. said. Since it is the competition from vhf stations that is at the bottom of "a large measure of the present economic difficulty faced by uhf broadcasters," UHFTA declared that it was in the interest of equity to maintain the status quo until the Congressional group has heard the testimony, weighed the evidence and recommended relief to the FCC.

In addition to the vhf competition, UHFTA added, uhf broadcasters are confronted with (1) lack of high power transmitters, (2) difficulties of manufacturers in producing adequate uhf receivers, (3) disinterest of major networks to affiliate permanently with uhf stations, and (4) opposition of advertisers and agencies to place lucrative time contracts with uhf stations if vhf facilities are available in or near the same markets.

Apparently anticipating some of the suggestions that may be made to Senator Potter and his colleagues, UHFTA said that among the possible remedies will be (a) changes in allocation, (b) control of programming, and (c) redistribution of facilities.

The meeting in Washington comprised representatives from 25-odd uhf stations, it was learned. They chose Harold H. Thoms, WISE-TV Asheville, N. C., as temporary chairman, and plan to meet again today (Monday).

Others who played a prominent part in the meeting were John G. Johnson, WTOB-TV Winston-Salem, N. C.; H. A. Seville, WACH-TV Newport News, Va.; Allen M. Woodall, WDAK-TV Columbus, Ga.; Wilton E. Hall, WAIM-TV Anderson, S. C.; H. S. Bowden, WACA-TV Camden, S. C. Others were present from Boston, Buffalo, St. Louis and Michigan.

Former FCC General Counsel Benedict P. Cottone was chosen as tentative counsel to work out a suggested presentation for the forthcoming Congressional hearing. Former Sen. Scott Lucas (D-Ill.), one-time Senate majority leader, spoke to the broadcasters on details of appearing before Congressional committees. Mr. Cottone is associated with Sen. Lucas in the Washington law firm of Lucas & Thomas.

Statement of principles, to which it is hoped all uhf station owners will agree, is expected to be announced this week. At week's end, Mr. Cottone was drafting a working statement, for submission to today's meeting.

Among the subjects discussed at last week's Washington meeting were the deletion of vhf bands from the tv service and the move of all video broadcasting to the uhf portion of the spectrum.

Also seriously debated, it was understood, was the need for long-term financing on the part of uhf operators. Suggestion was generally approved that some means of government guarantee to manufacturers for the financing of transmitting equipment might help in this regard.

Plea that the FCC be required to adopt a regulation which would permit a network to serve a live program to a non-affiliate in the same market, if its own affiliate could not accommodate the live show, was also made.

There was also varying discussion of the proposed FCC multiple ownership rule revision which would permit the ownership by one party of seven tv stations, not more than five of which may be vhf.

A possible solution to the vhf-uhf coverage discrepancies through the addition of more channels to the vhf band, by using government and fm frequencies, was also explored.

There was also a suggestion that the Commission be asked to suspend further vhf grants until after the Congressional hearing.

Host of Subjects

Among other subjects broached were the possibilities of satellites and boosters, subscription-tv, power relationships between vhf and uhf, and failure of equipment manufacturers to develop high powered transmitters and all-wave vhf-uhf receivers.

Mr. Green, who is a 5% owner of KNUZ-TV and a 24% owner of KNUZ, told B•T that he had been in communication, both personally and by mail, with more than 60 uhf owners. He said he had received general approval of his plan to hold a mass rally in Washington prior to the Senate hearing. It was his hope, he said, that all uhf operators might join together to make a concerted appearance before the committee.

Mr. Green said that the first meeting will be in the Massachusetts Room of the Statler Hotel at 2 p.m. on May 2, and in the Michigan Room of the Statler Hotel at 10 a.m. on May 3.

In his own survey, Mr. Green said, he had found that network affiliation was one of the most significant factors in the success or difficulty of uhf operation. Where a uhf station has a major network affiliation, it is competing equally with its vhf competitors. Where there is no affiliation, the uhf operator is in trouble, he said.

He also said that another problem for uhf owners was the high cost and low production of uhf tuners and all-wave receivers.

Undertones of opposing philosophies among some of the different groups of uhf broadcasters were apparent last week. Also involved, apparently, were conflicts of personalities.

The Potter subcommittee's exploration of the uhf problem followed a closed meeting with the FCC early in March. The announcement of the open hearings on uhf stated that the subcommittee would hold hearings on "the status and development of the uhf channels in the U. S."

The Senator also said that the hearing would include consideration of the Johnson bill (S 3095) to count two uhf stations as the equivalent of one vhf station in determining common ownership with the limit to be five vhf or ten uhf [B•T, March 15].

Sen. Potter also stated that the FCC would be the first witness. Others who would be invited to appear, he said, were station owners, networks and equipment manufacturers. He also said that his group would like to hear from permit holders who had surrendered their grants.

As of April 15, the FCC had issued 305 uhf grants. Of these, 53 had been surrendered. During this time, the Commission also granted 232 vhf permits, of which 12 have been given up.

Originally the Potter subcommittee planned to hold the uhf hearings April 27-29, but Sen. Potter's duties with the Senate Government Investigations subcommittee in the McCarthy-Army imbroglio forced postponement to the May 4-6 dates.

Added to Agenda

GENERAL ELECTRIC tentatively has been placed on the Senate Communications subcommittee uhf hearing agenda for an appearance May 5, it was learned last week. Hearing days on uhf are May 4-6 [B•T, March 29 et seq.]. RCA also is tentatively on the witness list. It was understood that all four tv networks are expected to have spokesmen, probably top executives, before the Senate group. It was reported that as many as 10 uhf operators had informed the subcommittee by last week that they would testify before it.

Comic Book Probe Set

SEN. ROBERT C. HENDRICKSON'S subcommittee studying juvenile delinquency will hold a hearing in New York Wednesday and Thursday on the effect of crime comic books on delinquency. The New Jersey Republican's group already has indicated it will investigate the effects of radio-tv programs on the subject. However, the probe on broadcasts will not begin until later in the spring or early summer.

WDSM-TV Channel 6 HAS Prestige

TELEVISION FOR LES SAKE

WDSM-TV . . . acquired viewer-prestige quickly. Perhaps it was the remote job done in the district and regional basketball tournaments, or perhaps the international hockey tournament coverage, or yet again the on-the-spot coverage of a bishop's consecration. On the other hand maybe it was the WDSM-TV experienced personalities or the smooth technical performance, or the extraordinary news coverage. News coverage at WDSM-TV is no accident for behind its able editor stands AP, UP, INS, AP wire photo, facsimile sound on film equipment, and special crews plus the complete news gathering facilities of the Duluth Herald and News Tribune. Obviously, no other television facility can match WDSM-TV news coverage.

Yes, WDSM-TV has prestige . put it to work . . . "Buy WDSM-TV"

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NEWSPAPER'S TV PROTEST GRANTED BY FCC IN CLARKSBURG CH. 12 CASE

In split 4-to-3 ruling, Commission rules newspaper must be considered 'party in interest' under present construction of Sec. 309(c) of Communications Act. Ch. 12 grant to WBLK is stayed pending hearing.

UNDER the present construction of Sec. 309(c) of the Communications Act, a newspaper can protest a television grant on the ground of economic injury, FCC ruled Thursday in a split 4-to-3 decision which (1) stayed the effective date of its grant for ch. 12 at Clarksburg, W. Va., to Ohio Valley Broadcasting Co. and set same for hearing, and (2) declared Cecil B. Highland Sr.'s Clarksburg Pub. Co. to be "party in interest."

The Commission's decision was considered to be a test case to show the extremes made possible by the McFarland Act amendment of the economic protest provisions of Sec. 309(c) of the Communications Act [CLOSED CIRCUIT, April 12].

The McFarland amendment on this point originally was opposed by the Commission and substitute wording, to limit protest privileges to broadcast stations only, had been offered. The Commission currently is pressing Congress for revision of the law.

Date for the hearing and issues involved will be announced later, FCC declared.

Dissents to the majority action were written by Comrs. Robert T. Bartley, John C. Doerfer and Robert E. Lee who cited the absurdity and ridiculous extreme of the interpretation.

Ohio Valley is licensee of WBLK Clarksburg. The ch. 12 grant to it was made possible by the dismissal of a competitive application by WPDX there. Latter was reimbursed $14,000 for expenses. Clarksburg Pub. Co.'s protest was filed about a month ago [B•T, March 29, Feb. 22].

Publisher of the daily *Exponent* and *Telegram*, Clarksburg Pub. Co. contended it would be injured through the tv station's competition for advertising and effect on circulation.

The newspaper firm contended its circulation already had been hurt in those areas now receiving tv service from WTRF-TV Wheeling, W. Va., a ch. 7 station under common ownership with WBLK. Clarksburg Pub. Co. charged FCC's multiple ownership rule would be violated since a community-tv cable system "overlaps" WTRF-TV programs in Clarksburg, the WBLK-TV area. Concentration of control of newspaper-radio-tv interests in the state also were charged to News Pub. Co., parent firm owning WBLK-TV.

Held Injury Not Specific

In reply, Ohio Valley asserted the injury claims were not specific and the newspaper firm could not be construed as legal party in interest under the basic statutory requirements of Sec. 309(c). The retort cited Publisher Highland's long record of opposition to radio and tv and his papers' policies in this respect, including refusal to even publish the word "radio."

In its conclusions, the FCC majority noted Ohio Valley's allegation "that protestant has a long history of antipathy toward radio and television broadcasting. These allegations are not considered further since they are not relevant to our action on the subject protest."

The majority decision said the question "whether protestant is a 'party in interest' within the meaning of Sec. 309(c) . . . is to be decided upon the basis of two considerations: (1) whether persons other than broadcast licensees or permittees can properly be included within that class of persons . . . ; and (2) if so, whether or not the protestant has sufficiently alleged facts to show economic injury stemming from the establishment of the television broadcasting station authorized by the Commission."

FCC said "the general boundary of who is a 'party in interest' turns upon interpretation of the case of *FCC v. Sanders Bros. Radio Station* 309 U.S. 470, for Congress has clearly indicated that that case is the touchstone of a determination of who is a 'party in interest' from an economic standpoint under Sec. 309(c)" in Senate Report 44 on S 658, 82nd Congress, 1st Session.

"We have previously expressed the view that the term 'party in interest' is a limited one," the majority recalled, "and we adhere to that view. However, neither Sec. 309(c) of the Act, the *Sanders* decision, nor subsequent decisions stemming therefrom limit persons entitled to standing to object to agency action to those engaged in the same type of business engaged in by the beneficiary of the agency action complained of.

AT INCEPTION of the daily Clarksburg *Exponent-Telegram's* economic protest of ch. 12 tv grant to WBLK there, the weekly *News* published this front-page picture chiding dailies for refusing to carry logs.

"Thus, it has been held that the *Sanders* case applies even where injury is caused to a business other than that in which the agency grantee is engaged, but which is in competition with the grantee's business." Comparable cases in non-radio fields were cited.

Furthermore, FCC contended, "although Senate Report No. 44 on S 658 (which was enacted as the Commissions Act Amendments, 1952) states that those without a legitimate interest were not intended to be included, we cannot find any indication that Congress intended to restrict the relief afforded by Sec. 309(c) to licensees or permittees of the Commission."

FCC recalled that it had pointed out to Congress "the widespread application the term 'party in interest' could have. In this connection it is noteworthy that the earlier 'White Bill', S 1333, 80th Congress, 1st Session, which contained a protest provision similar to Sec. 309(c), defined a person in interest as any person who holds a construction permit or license or has a pending application which would be adversely affected economically or by reason of electrical interference as a result of the new authorization.

"This definition did not appear in the later 'McFarland Bill', S 658 . . . and was not made part of Sec. 309(c)."

The majority held that the test provided by the *Sanders* decision is one of "direct competitive injury to a legal right. This test, now imported into Sec. 309(c), is equally applicable under the relevant authorities to such injury caused by the grant of a new authorization for a television station to a competing medium which also relies mainly upon advertising.

"We do not decide that any indirect injury to other forms of enterprise would suffice, but merely that here there is a situation which cannot be differentiated in principle from that obtaining in the *Sanders* case."

The majority concluded:

In the present case, the protestant has presented a situation alleging direct competitive injury from a new grant, which could be said to lack in definiteness only the type of allegation which cannot reasonably be required where the actual operation of the new station is not immediately imminent. The cause and nature of the alleged injury has been specifically set forth in the context of a competitive situation where the actions taken by the Commission clearly disrupts the existing competitive picture. The new television station will have as its principal city to be served the same city in which protestant's newspapers are published, and will be in direct competition for the same advertising. See *In re T. E. Allen & Sons, Inc.*, 9 Pike and Fischer, RR 197; *Versluis Radio & Television, Inc.*, 9 Pike and Fischer, RR 102; *Midwest Television, Inc.*, 9 Pike and Fischer, RR 611. This is not that type of situation where the Commission's action could not be expected to result in a substantial competitive change and where, as a consequence, a more precise showing must be required. *In re Application of Spartan Radiocasting Co.*, FCC 54-214, released February 18, 1954. We therefore find that a sufficient showing to constitute protestants a party in interest within the intendment of Section 309(c) has been made.

The Commission further finds that the protestant has specified with particularity the facts, matters and things relied upon as required by Section 309(c) of the Communications Act to warrant the designation of the above-entitled application for hearing on appropriate issues to be specified by further order of the Commission.

Dissenting, Comr. Bartley said, "I would deny this protest on the ground that the allegations of potential economic injury are not sufficiently factual but are merely speculations.

"In any event, I am of the opinion that Congress, in its use of the term 'party in interest', did not intend that a 'host of parties who have no legitimate interest' would be permitted to interfere under 309(c) 'solely with the purpose of delaying license grants which properly should be made'. (See Senate Report No. 44 on S 658, 82nd Congress, 1st Session, p. 8.) It is clear from a reading of the pleadings in this case that protestant seeks to prevent the establishment of *any* television service in Clarksburg which would interfere with its operation of the only newspapers in Clarksburg. I cannot believe that Congress intended that Sec. 309(c) be so subverted, in the light of the mandate contained in Section 1 of the Communications Act to make available to all the people of the United States an efficient and nationwide radio and television system."

Comr. Doerfer said: "That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity —and an absurdity is the shadow cast by error. The error is a misconstruction of the purpose and intent of the law."

Comr. Lee wrote, "I cannot conceive of the Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay. I believe also that this action is inconsistent with our mandate to provide tv service to the maximum number of citizens."

WDSM-TV

Channel 6 HAS Personalities

A STATION OF SERVICE AND EXPERIENCE!

BOB BALL
News Director
Graduate of the Missouri School of Journalism WHO News Bureau and "beat man"; WCCO-TV beat man, rewrite reporter, special events interviews and featured telecaster for WCCO TV, "News In Review"

JACK MCKENNA
Weather Man
The Army Air Corps provided Jack McKenna's education in meteorology at the University of Utah. McKenna was a part of the "Pre-D-Day" weather team which provided the important weather news for the Normandy invasion.

ED CONRAD
Production Manager
We are fortunate in having the services of this versatile young director. His network TV experience well qualifies him to head our production staff. He is truly an "expert" in producing and programming.

LUTE MASON
Sports Director
University of Wisconsin; CBS Pacific Coast sports department, KILO Grand Forks, WIDU & WISC Madison. Play by play announcer Wisconsin football for Wisconsin network. WCCO-TV sports and special events.

MARTY OLSON
Sales Director
It would take more space than we have available to cover the career of saleswise "Marty." Well-known locally and nationally as staff announcer, actor and national Sales Representative.

JERRY BAUMANN
Chief Engineer
A sincere, unruffled practitioner of TV engineering. "Jerry" makes a transmitter percolate efficiently and productively. We are proud to have him head our staff of experienced engineers.

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★ **KOIN-TV is Oregon's *most powerful* station**

KOIN-TV's strong 56,000 watt signal (soon to be 100,000 ERP) plus a towering antenna height of 1,114 feet above average terrain is resulting in effective coverage of far more area in the rich Oregon and Southern Washington market than any other Portland station. Set sales are skyrocketing!

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KOIN-TV's sharp VHF signal is the only television reaching many shadow areas. Reception and picture quality are excellent.

★ **More people mean more sales**

KOIN-TV's tremendous coverage—its great lineup of CBS and selected ABC shows, as well as solid local programming has built a loyal, responsive audience. Write, wire, or phone for availabilities and complete market data. KOIN-TV is your best buy in this rich Oregon market.

KOIN-TV

CHANNEL 6 · PORTLAND, OREGON

Avery-Knodel, Inc.—National Representatives

FCC Proposes to Curb Incidental Radiation

BRINGING FCC indirectly into "regulation" of television and fm receivers through proposed certification procedures designed to limit spurious emissions which harm established services, the Commission last week announced further proposed rule making to amend Part 15 of its rules. Comments are due June 16.

The action indicates the Commission's concern over the growing interference from low power devices and other sources of incidental radiation.

In the past, when commenting on the problem, various Commission spokesmen have pointed out that tv and fm sets in effect are "little transmitters" and as such could be subject to direct FCC control if manufacturers did not take voluntary steps to provide necessary shielding within the sets. Offending models usually have reduced shielding because of competitive measures to cut selling cost.

The Commission's proposal for certification procedures, similar to that employed for diathermy and other industrial radio energy devices, was considered to acknowledge the industry's present voluntary efforts to curb excessive radiation and to put the solution on a cooperative basis between government and industry.

RETMA-Industry Lab.

FCC said it is hoped the actual certification would be done by the manufacturers themselves, noting Radio-Electronics-Television Mfrs. Assn. has proposed the establishment of an industry laboratory for this purpose (also see story page 42).

FCC would put some limitations on set radiation into effect promptly for radio-tv receivers and more exacting limitations into effect Jan. 30, 1956, for all radio receivers.

The proposed rule changes provide that receivers be certified by the manufacturer "or by appropriate certifying authority, or where this does not take place, by the users of the receivers."

Similarly, carrier current systems such as community tv antenna systems and college "wired-wireless stations" would come under certification requirements and radiation limitations by June 30, 1955. All cases of harmful interference to authorized services would have to be corrected immediately, however, the notice indicated.

The Commission has received reports that the coaxial cable distribution lines of community tv systems in some areas are causing interference to off-the-air reception by receivers in the homes of non-subscribers.

Two categories of radiation devices are set forth: Incidental and restricted. Incidental radiation devices are described as those in which the production of radio energy in unintentional or incidental, such as electric power, lighting and ignition devices. Restricted radiation devices are considered to embrace carrier current communication systems, laboratory signal generators, beat frequency oscillators, radio receiver oscillators, various low power radio frequency generators and remote control devices using radio energy, like garage-door openers and record players.

FCC's proposal provides for minimum power and field intensity limitations and certification for restricted radiation devices. But the Commission said it "does not propose to place a limit on the radiation of incidental radiation devices at this time. However, in the event of their interference to regular radio services, the operators of such devices would be required to take prompt remedial action."

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WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

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Channel 8

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- NBC affiliation
- complete merchandising service

Orange Belt Group Renews Ch. 30 Quest

Applicant blasts Commission for denying its bid for $26,000 station, says FCC encourages excessive construction funds.

FCC evidently does not want low-cost uhf stations which could survive small-market pioneering and face competition, Orange Belt Telecasters indicated last week in a petition asking the Commission to reconsider its denial of a permit for uhf ch. 30 at San Bernardino, Calif.

Proposed to be hand-made, constructed from out-of-pocket expenses of about $26,000 and operated with films by the three owners, the station was turned down by the Commission in a final decision which found the applicant not qualified financially or technically. FCC reversed a hearing examiner's recommended grant [B•T, March 22].

Three owners are Bertram William Shaw, Everett L. Carson and Hal R. Heywood.

As alternative to a regular commercial grant, the petitioner suggested an experimental broadcast permit might be authorized.

Orange Belt contended FCC "ignored . . . the contrary proposed findings and recommendations of its own staff of experts and the judgment of its own examiner who actually observed applicant's engineer and heard his testimony."

The petition related that the "question of the technical qualifications of applicant's engineer, Everett Carson, is the primary basis for both Commission conclusions as to technical and financial qualifications." Orange Belt said that while the record shows in as much detail as possible Mr. Carsons' unique experience in research, design and construction of confidential uhf equipment for an Air Force flight test center, termed more critical than tv, "the Commission's findings on this experience studiously fails to mention these significant facts.

Couldn't Reveal Air Force Gear

"The Commission contents itself by criticizing the fact that Mr. Carson did not subject himself to criminal prosecution by describing the unique confidential equipment which the Air Force considered him eminently qualified to design and construct."

Similarly, the petition argued, the financial data presented was accurate and conservative, indicating the station could be built and operated. Noting FCC alluded to its "greater obligation to the public," the petition pointed out that the San Fernando area does not have "satisfactory television service of any kind and the construction of the only other station in the area has been indefinitely postponed."

"We respectfully submit," the petition said, "that if the required standards of uhf television construction and operating costs are such as implied by the Commission's decision in this case, it may as well scrap its uhf allocation plan now as wholly unrealistic from a financial viewpoint. If such requirements are adhered to, a large part of the public will be unable to get tv service and San Fernando, Goldfield, Nev., and a host of other communities will not obtain the uhf-tv stations the Commission so confidently contemplated by its allocation plan."

Orange Belt contended the "current financial disappointments of many already in the uhf field stems directly from a public policy which encourages the expenditures of excessive sums for construction and operation."

FCC Staff Cuts

EXPECTATION that FCC's staff will have to be pared by about 50 persons to meet the operating budget proposed for fiscal 1955 (story page 46) was voiced last week by Commission spokesmen. The total payroll now is about 1,140 persons, both in Washington and the field.

Part of the cut might have to be in the FCC's 18 hearing examiners, some half-dozen of whom were hired on a temporary basis this past year to help clear the tv backlog. The rest would be attorneys and clerks, about 30 of whom are in the Broadcast Division.

The problem in cutting examiners, it was pointed out, is (1) that the hearing backlog, while reduced, still isn't cleared and (2) some of the new examiners, shifting from other agencies, carried over large annual leave accumulations. To prevent taking big chunks out of the 1955 budget, these examiners could be let out just before the end of fiscal 1954 on June 30, so accumulated leave payments technically would come out of the current budget, which can take it.

AT&T Asks Extension Of Color Rates Again

THE AT&T asked the FCC last week to extend the present temporary color tv intercity connection rates for another four months, to Sept. 15. A previous extension runs out May 15.

AT&T color rates are the same as for black-and-white, plus additional charges for terminal connections. These were instituted as experimental rates during the formative compatible color tv developments under the aegis of National Television System Committee. On Jan. 15, AT&T asked for the first extension, to Feb. 15, and then to May 15.

There has been talk that the telephone company planned to submit color charges that ranged up to 60% higher than present black-and-white rates. There also have been references by AT&T officials that present black-and-white intercity charges do not cover the cost of supplying the service. This had led to belief in some quarters that the AT&T was planning to raise black-and-white rates and lower the proposed color rates in order to meet objections to the alleged high color rates [CLOSED CIRCUIT, April 12].

Under the experimental color tariff, and subsequent extensions, AT&T charges $450 per month for each station connection in addition to the regular black-and-white rate of $500 per month for full-time service (eight consecutive hours daily). Rate per mile for color or black-and-white remains at $35.

For occasional service, the experimental tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates remain the same as for black-and-white: $10 per hour and $1 per hour per mile.

In its application for extension of the experimental rates for another four months, the AT&T asked that it be granted without prejudice to the filing of commercial tariffs before the expiration of that authority. This means that the telephone company could submit a proposed color tariff, which would become effective in 30 days unless someone objected or the Commission itself decided to study the situation.

VOA Sets Move Nov. 1 From New York to D. C.

Cost of the move in studio construction and equipment will be $1 million.

MOVING day for Voice of America from New York to Washington is Nov. 1. Details of the shift were announced last week by the U. S. Information Agency.

Leonard F. Erikson, director of the Voice, said the new Washington home will be in the Health, Education & Welfare building at 330 Independence Ave., S.W.

The VOA is slated Nov. 1 to be on the air full time from the Nation's Capital. Some 14 new Washington studios will be built and about 1,000 employes transferred. Cost of the move is estimated at $1 million, for studio construction and equipment. Actual transportation of personnel is not included in the figure.

This shift, which in effect was ordered by the Congress, will involve hundreds of miles of special wiring, large quantities of highly complex electronic equipment, sound and air conditioning and special land lines to connect with shortwave transmitters, according to USIA.

The move will be accomplished without interruption of round-the-clock broadcast schedules, the agency said. The government radio facility operates 76 transmitters in both hemispheres, programming in 34 languages.

Mr. Erikson said VOA cannot risk losing contact with listeners, "many of whom tune in on the truth at grave peril to their own personal safety."

In transferring the master control board and associated equipment, technicians must complete an estimated 500,000 separate electrical connections. Much of the million-dollar cost, it was explained, will go for replacement of obsolete equipment which would have been required anyway. Studio construction starts this month, VOA said.

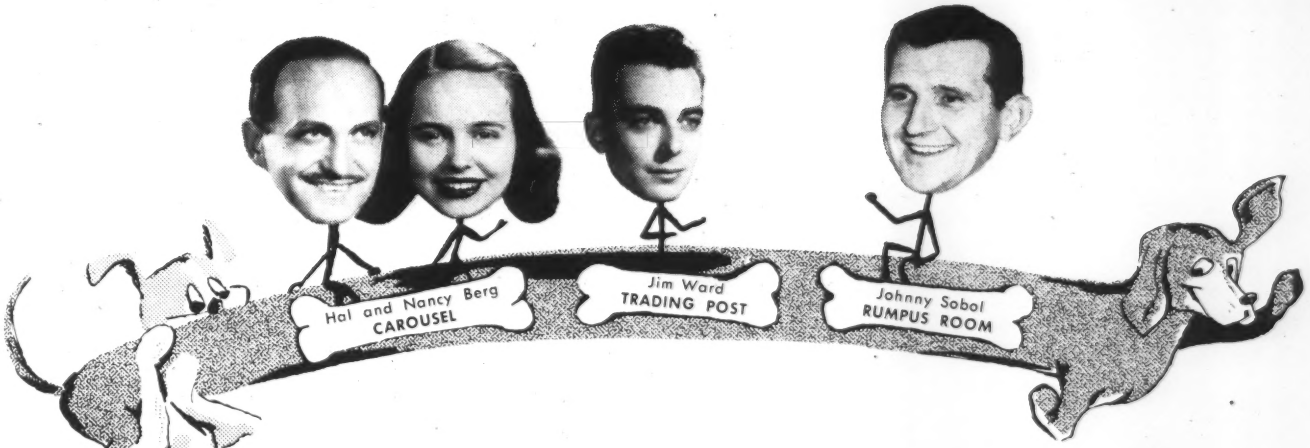
Sen. Dwight Griswold Dies; Was on Radio-Tv Committee

A TEMPORARY GOP vacancy was opened on the five-man Senate Communications Subcommittee and on the parent Senate Interstate & Foreign Commerce Committee by the death Monday of Sen. Dwight Griswold (R-Neb.).

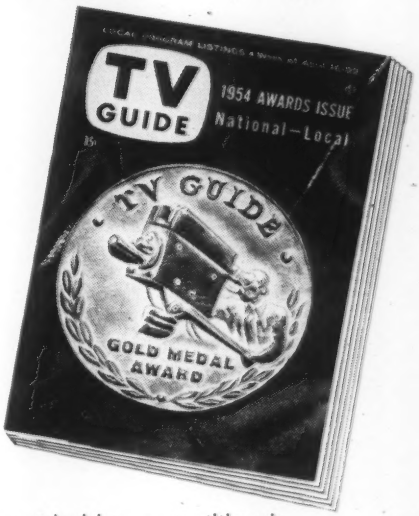
SEN. GRISWOLD

Funeral services were held Wednesday in his home town of Scottsbluff, Neb. Sen. Griswold, 60, died in Bethesda Naval Hospital after a heart attack. A former governor of Nebraska, the Senator was elected to the Senate in 1953 to fill out two years remaining in the term of the late Sen. Kenneth B. Wherry (R).

The Senator's son-in-law and daughter, Mr. and Mrs. John H. Gayer, flew to the U. S. from Switzerland to attend the funeral. Mr. Gayer was named last summer to the International Frequency Registration Board in Geneva, which was established to implement the Atlantic City Telecommunications Convention of 1947.



We're TOP DOG
AND
No Bones About It!



The PENN-N.Y. edition of TV Guide recently conducted a poll among its readers, asking which local TV programs they watch and enjoy most. Answers poured in from all Northeastern Pennsylvania. WILK-TV walked off with **ALL** the top honors. The April 15th issue tells the story. First Place goes to WILK-TV's pace-setting early evening variety show, "CAROUSEL" with Hal and Nancy Berg—Second Place goes to the top show in local kid entertainment, "BUCKSKIN JIM'S TRADING POST" presided over by Jim Ward—and Third Place to the center of attraction for the local teens, "JOHNNY SOBOL'S RUMPUS ROOM".

SMALL WONDER OUR TAILS ARE WAGGING WITH PRIDE!

WILK-TV covers a large and lucrative market where television competition is strong. The fact that we lead the field in popularity, quality of programming and reception is hard-hitting proof that we can sell more of your products at less cost than any other station in this widespread television-conscious area.

WILKES-BARRE and SCRANTON
250,000 WATTS
covering ALL Northeastern Penna.

WILK-TV

Affiliated with both
ABC and DUMONT NETWORKS

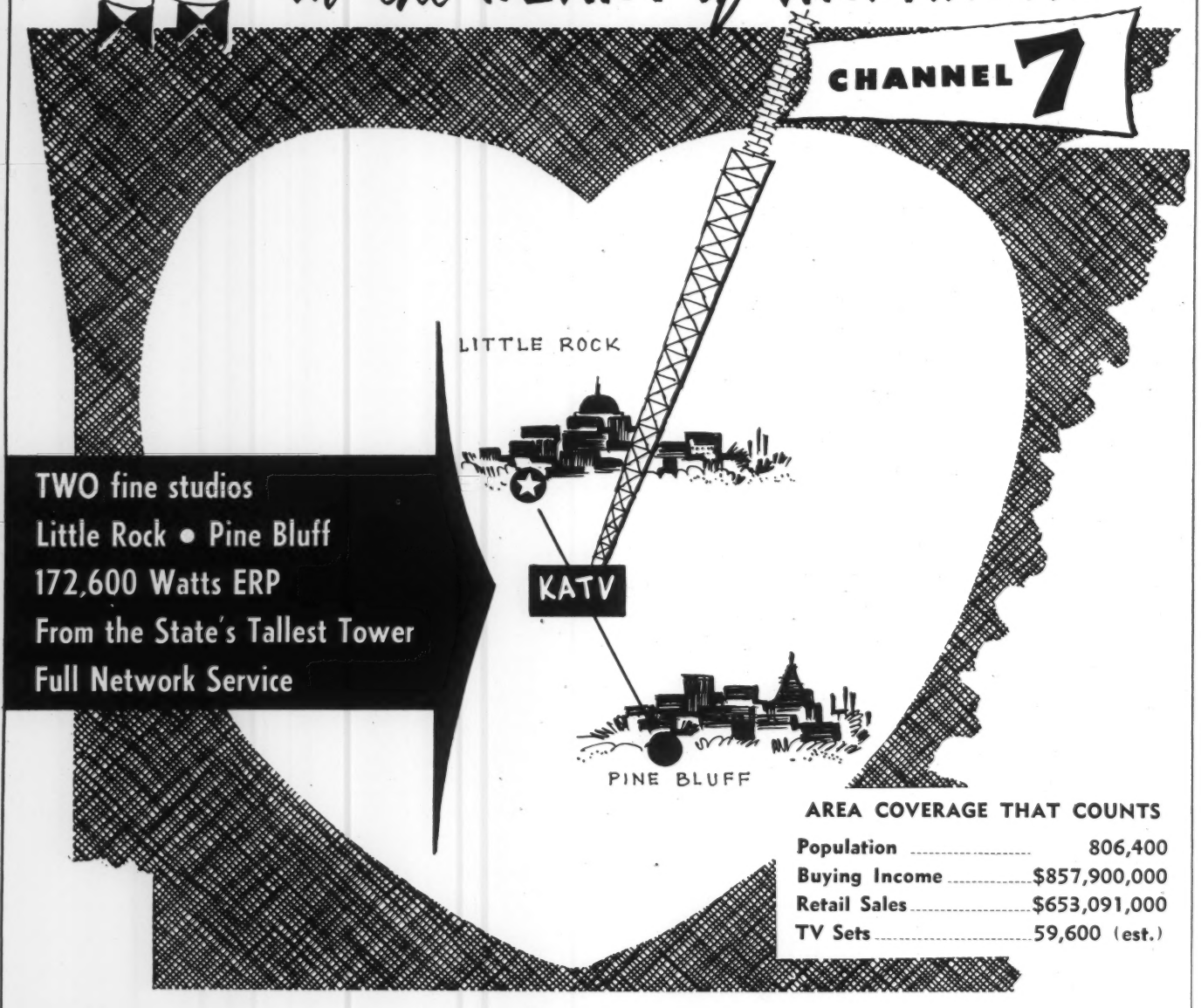
Call or write
AVERY-KNODEL, Inc.

● New York ● Chicago ● Los Angeles
● San Francisco ● Atlanta ● Dallas

TV's DOUBLE DUTY BUY!

in the HEART of ARKANSAS

CHANNEL 7



TWO fine studios
Little Rock • Pine Bluff
172,600 Watts ERP
From the State's Tallest Tower
Full Network Service

AREA COVERAGE THAT COUNTS

Population	806,400
Buying Income	$857,900,000
Retail Sales	$653,091,000
TV Sets	59,600 (est.)

CBS TELEVISION NETWORK

James P. Walker
General Manager

KATV channel 7
Serving the Heart of Arkansas

Bruce Compton, Sales Manager
100 Williams Road, Pine Bluff, Ark.

ABC TV

John Fugate, Manager
Little Rock Studios

AVERY-KNODEL, Inc. — NATIONAL REPRESENTATIVES

WNEW, WAIT SALES IN FCC APPROVALS

RADIO-TV transfers approved last week by the FCC included sale of WNEW New York and WAIT Chicago.

WNEW was sold to a new company WNEW Broadcasting Co. for the basic consideration of $2,100,000, with the purchasing company assuming certain tax liabilities, commission and attorneys' fees. New president and general manager is the well known quarter-century veteran broadcaster Richard D. Buckley (25%). Horace L. Lohnes, partner in Washington law firm of Dow, Lohnes & Albertson, assumes 25% interest and will serve as secretary, treasurer and director. Remaining 50% interest is divided equally among Harry R. Playford, St. Petersburg banker and former WNEW stockholder, and two associates. Mr. Playford becomes a vice president of the new company and he, along with his St. Petersburg colleagues will serve on the board [B•T, March 8].

At Chicago, FCC gave approval to the sale by Gene T. and Evelyn M. Dyer of their 78% interest in WAIT for $271,000 to the former owners of WSBC Chicago.

Purchasers are William T. McNeill (6%), and Bertha L., Julius, Oscar and Gertrude Miller, 18% each. Adele Moulds retains 10% holding and Louis E. Moulds and Grace V. McNeill each retain 6% [B•T, March 22].

Sale of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $5,000 plus assumption of obligations totaling about $105,000 also was approved.

Rollins operates WNJR Newark, N. J.; WJWJ Georgetown, Del.; WRAD Radford and WRAP Norfolk, Va., and holds permit for WHRN Dover, Del. Rollins proposes to dismiss its pending bid for new station at Wilmington on 900 kc with 1 kw daytime.

In a separate action the FCC gave approval to the acquisition of negative control (50%) of Rollins Broadcasting by O. Wayne Rollins through purchase of 16.7% interest from John W. Rollins.

Other transfers receiving FCC approval were:

WOCN-TV Atlantic City, N. J.—Assignment of construction permit for uhf ch. 52 from William G. & George C. Matta to David E. Mackey for $10,446 to cover expenses incurred.

KENM Portales, N. M.—Transfer of control of Plain Broadcasting Co. to John Burroughs and Leola Randolph through sale of all stock for $25,000.

WBBQ Augusta, Ga.—Transfer of control of Savannah Valley Broadcasting Co. to Gladys M. Bennet *et al*, by 41.2% interest sale for $33,020.

KNOG Nogales, Ariz.—Assignment of license to Charles F. and Alice Montano for $19,335.

WTVD—on 35mm

RADIO-TV call letters are issued by FCC not only to radio and tv stations, but also for two-year periods to "stations" in movies, books and comic strips as well as college carrier current stations. The policy has been in effect "for years," a Commission source indicated when questioned how soon ch. 11 WTIK-TV Durham, N. C., will take over the call WTVD from 20th Century-Fox Film Corp. Latter has right to WTVD until June 23 for ficticious tv outlet in movie titled "Taxi" starring Dan Dailey and Constance Smith. WTIK-TV asks call change since WTIK radio has been sold for $110,000 to WCTC New Brunswick, N. J., subject to FCC approval [B•T, March 15].

Obviously OUTSTANDING . . .

Over ONE HUNDRED TEN MILLION DOLLARS spent for FOOD PRODUCTS in the Peoriarea annually, according to figures published by Sales Management. These food products, to list just a few, now are getting their share of business through local programs and announcements on WMBD:

HILLS BROS. COFFEE
RINSO
FLEISCHMAN'S YEAST
DREFT
BUTTERNUT BREAD
SUPER SUDS
PRODUCER'S DAIRY
FRY-KRISP DOUGHNUTS
ROSZELL'S SEALTEST
VEL
DEL'S DAIRY
TOASTMASTER BREAD
CHARMIN TISSUE
KROGER'S—for 10 years!

Experienced LOCAL and NATIONAL SPOT advertisers know . . . TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

it's live, lively and likeable!

the "TENNESSEE ERNIE SHOW"

260 open-end transcribed quarter-hours of

the Show that SPARKLES with SONGS MUSIC COMEDY VARIETY GUESTS

at down-to-earth costs

PHONE - WIRE - WRITE

RADIOZARK ENTERPRISES, INC.
606 ST. LOUIS STREET – PHONE 2-4422 – SPRINGFIELD, MISSOURI

CHICAGO OFFICE: 75 E. WACKER DRIVE
WM. K. ERMELING – ANdover 3-7169

For FREE AUDITION DISC AND COMPLETE INFORMATION

TWIN CITIES STATIONS REBEL AT BAN

Action by House subcommittee barring radio-tv coverage of hearings in Minneapolis-St. Paul brings loud protest from broadcasting newsmen, particularly from WCCO-AM-TV and KSTP-TV there.

RADIO-TV news executives in Minneapolis-St. Paul still were simmering last week over a congressional subcommittee ban against broadcast coverage of hearings held in the Twin Cities April 9-10. Efforts of the newsmen to have the ban rescinded, although vigorous, proved fruitless.

Stations affected were WCCO-AM-TV Minneapolis and KSTP-TV St. Paul.

Charles McCuen, news director of WCCO-TV, said the decision to keep out tv, radio or use of film and recordings, "deprives an estimated one million television viewers in the Minneapolis-St. Paul area of the complete news coverage of . . . [the] committee's activities that only television's exact reproduction of the testimony can provide." His remarks were entered into the hearing record by Rep. Claire E. Hoffman (R-Mich.) who sharply protested the ban.

The subcommittee is looking into alleged labor racketeering. It is part of the House Government Operations Committee of which Rep. Hoffman is chairman.

After the stations were denied access to hearing coverage the first day (April 9), Mr. McCuen presented a special news report on WCCO-TV charging the "open public hearings" were neither completely open nor public in view of the committee ruling against full tv and radio coverage. Four committee members appeared on a film telling why they favored opening the hearings to full coverage. Also telecast was a portion of the debate between Rep. Hoffman and subcommittee members on the coverage ban.

The news director displayed on camera extensive clippings of newspapers which printed an abridged transcript of proceedings, noting

MR. BORMANN MR. McCUEN

that radio-tv sought equal opportunity for news coverage. He also asked for mail and telegrams. The audience responded with numbers of communications to the subcommittee but the group stuck to its earlier decision.

According to the stations, congresssmen ordered camera equipment out of the hearing room (the Federal courthouse) when it was charged that KSTP-TV was filming witnesses (without sound) in defiance of the ruling.

Jim Bormann, WCCO radio news director, sent a general protest to subcommittee Chairman George A. Bender (R-Ohio)—reportedly sympathetic to the broadcast media's position, terming the denial of full access "a violation of the people's right to know." He spoke also as chairman of the Freedom of Information Committee of the Northwest Radio-Tv News Assn.

The ban was an outgrowth of a rule adopted by the full committee a few months ago [B•T, Feb. 8]. Members then decided to prohibit radio and tv from all open hearings unless a majority of the members voted to approve coverage. The move actually had been directed against the committee's chairman, Rep. Hoffman.

A continuing battle has been fought between Rep. Hoffman and his balky committee which last year stripped him of his power to appoint subcommittees without the consent of his fellow members on the full committee. At stake was control of the subcommittee itself which was taken over by Rep. Bender.

When the subcommittee returned last week to Washington, Rep. Hoffman took to the House floor to attack the subcommittee's decision on radio-tv in the Twin Cities, which, he said, "discriminated against both these sources of information."

N. J. Senate Committee Convenes in Tv Studio

IN what was believed to be "a first" in the history of state legislatures in the U. S., a New Jersey State Senate committee telecast one of its formal meetings from the studios of WATV (TV) Newark on April 11, 7:30-8 p.m.

Station last Friday announced that beginning April 25 a different committee would be telecast each Sunday night.

During the telecast, the committee debated and rejected a bill that would have required the Port of New York Authority not to engage in construction until a transit committee has investigated the possibilities of additional transit facilities in the New York area.

The tv program followed the weekly half-hour report over WATV by Gov. Robert B. Meyner, a Democrat. The television time had been granted to the Republican-controlled legislature after Republicans had sought equal time to answer Gov. Meyner's program [B•T, March 29].

Though several leading Republicans had requested regular, weekly tv time equal to that given to Gov. Meyner, a spokesman for WATV told B•T last week that the station had no definite plan for such an arrangement.

An opinion rendered in advance by Grover Richman Jr., attorney general, said any action taken by the committee would be legal even though the committee was meeting in the studios of WATV and as part of a telecast.

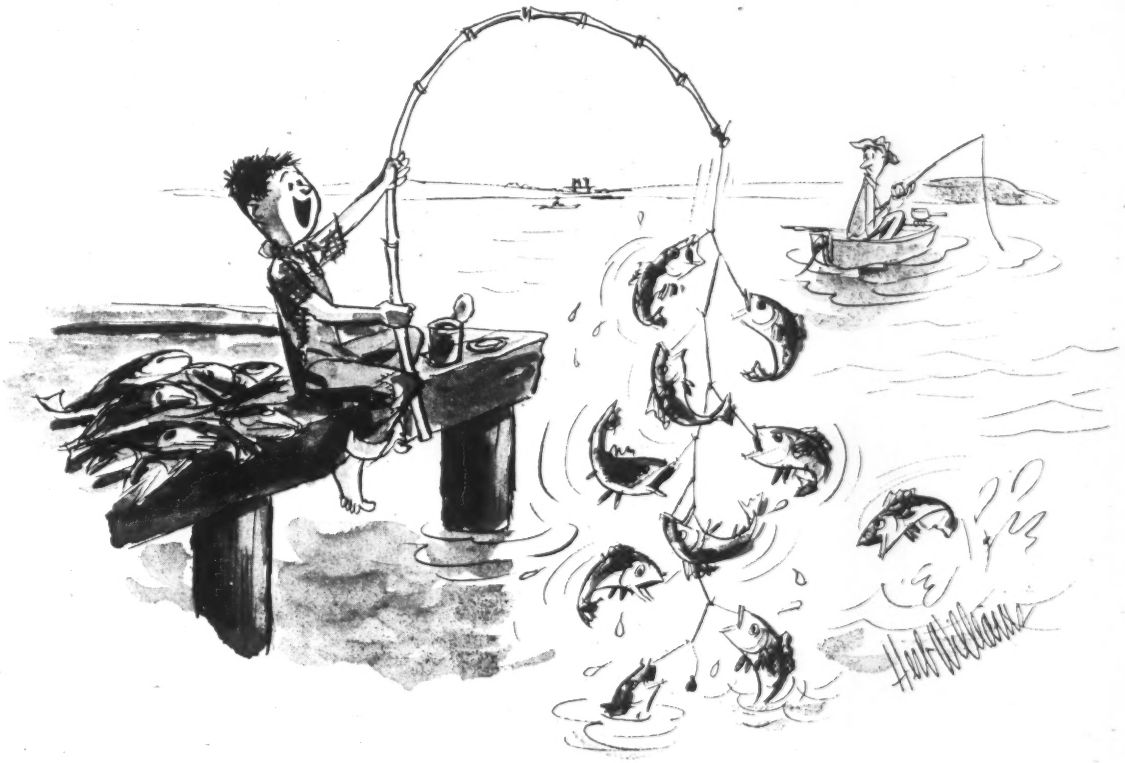
New Uhf Grants Made For Lexington, Fayetteville

LEXINGTON, Ky., and Fayetteville, N. C., each won a new tv station on uhf ch. 18 last week as the FCC finalized examiners' initial decisions.

At Lexington, the uhf ch. 18 grant was made to WLEX there. The decision was made possible by the withdrawal of the competitive bid of WVLK Lexington. No consideration had been promised to WVLK for dismissing its application.

The Fayetteville uhf ch. 18 grant to WFLB there was enabled when WFAI Fayetteville amended its competitive bid for the ch. 18 facility to specify uhf ch. 54.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. *(Sales Management's 1953 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

St. Louis Ch. 4 Grant Proposed After Merger

KWK is surviving applicant as KXOK and Missouri Valley Tv Co. acquire part-interest options. Ch. 54 WTVI (TV) Belleville protests action.

INITIAL decision was issued last week by FCC Hearing Examiner Claire W. Hardy prosposing to grant ch. 4 to KWK St. Louis, stemming from a merger proposal a fortnight ago which saw the dismissal of competitive applications by KXOK and Missouri Valley Tv Co., chiefly owned by KSTP-AM-TV Minneapolis-St. Paul [B•T, April 12].

When options are taken, KWK would be owned 23% by present part-owner *St. Louis Globe-Democrat*, 28% by other part-owners Robert T. Convey and associates, 23% by KXOK Ins., 23% by KSTP Inc., and 3% by St. Louis residents who had interests in Missouri Valley Tv Co. KXOK would be sold to C. L. Thomas, present KXOK general manager, but the price has not been determined. Mr. Convey would continue as KWK-AM-TV manager.

On the eve of the initial decision, protest of the merger was filed with FCC by ch. 54 WTVI (TV) Belleville, Ill., contending the grant would result in concentration of control of mass media of communication in the market since the *Globe-Democrat* is identified with the proposed ch. 4 station and the *St. Louis Post-Dispatch*, the city's only other daily paper, operates KSD-AM-TV, the latter the only operating vhf outlet, on ch. 5.

WTVI argued that St. Louis area viewers have $20 million invested in uhf converters and antennas, representing some 200,000 installations. The station contended advertisers would favor the new ch. 4 station because it is vhf and the outlet would compete with WTVI in both St. Louis and Belleville for audience and advertising.

St. Louis Ch. 11 Ruling

CBS is entitled to stay in the St. Louis ch. 11 contest, FCC ruled last week in denying petitions by St. Louis Telecast Inc. and 220 Television Inc. for dismissal for not conforming to new multiple ownership rules. CBS, which operates KMOX there, filed before new rules were adopted, has spent considerable money on its bid and agrees to divest itself of other holdings to meet new rules if successful there, FCC decision noted. Other ch. 11 contestants: St. Louis Amusement Co. and ch. 36 KSTM-TV there, latter included after court appeal [B•T, March 15, 8].

Andrews Named to Head Tall Tower Study Group

DR. T. G. ANDREWS, head of the psychology department, U. of Maryland, has been chosen chairman of the *ad hoc* committee of the Airdrome, Air Routes, and Ground Aids subcommittee of the Air Coordinating Committee to study the question of marking and lighting tall tv towers and guy wires [B•T, Jan. 11 et seq.].

Dr. Andrews is a member of the vision committee of the Armed Forces National Research Council.

First meeting of the working group, comprising members of government and military agencies and interested broadcasting and aviation organizations, is scheduled for April 22 in Washington.

The AARGA subcommittee has been studying the need for changes in marking and lighting standards for tall structures since the beginning of the year. The activity followed publicity which ensued after former Michigan Gov. Kim Sigler's plane crashed into the tower of WBCK-TV Battle Creek, Mich., killing the entire party of four [B•T, Dec. 7, 1953].

Government members of the *ad hoc* unit are: R. H. Clinkscales, CAB; John Rodgers, CAA; W. B. Hawthorne, FCC; Lt. Col. Marshall McGovern, Air Force; James A. Auslund, Army, and Lt. Comdr. E. S. Ogle, Navy.

Both broadcasting and aviation interests will have associate membership status on the working group. The following organizations and companies have been invited to send delegates:

BROADCASTING—NARTB, RETMA, Federal Communciations Bar Assn., Assn. of Federal Communications Consulting Engineers, Westinghouse, GE, RCA, Sylvania, Crouse Hinds (lighting), Wincharger, Truscon, Blaw-Knox, Lehigh and Stainless.

AVIATION—Air Transport Assn., Air Line Pilots Assn., Aircraft Owners & Pilots Assn., National Business Aircraft Assn., National Assn. of State Aviation Officials, National Aviation Trades Assn., Airport Operators Council and Aircraft Industries Assn.

Trinity Drops Plans On Baseball Re-creation

NO BASEBALL re-creations will be aired this season by Gordon McLendon's Trinity Broadcasting Corp., FCC was advised last week, because complaints by three major league clubs, the Yankees, Dodgers and Cardinals, have prevented Trinity from making pre-season arrangements.

Trinity asked FCC to dismiss as moot the petitions for reconsideration filed a fortnight ago by the ball clubs and by Western Union against the Commission's action granting license renewal to Trinity's KELP El Paso, Tex. In that decision, FCC found Trinity's game re-creations in past seasons did not constitute illegal appropriation of private property and did not deceive the public to believe they were actually live pickups [B•T, April 5, March 8].

Precluded Arrangements

Trinity told the Commission that the ball clubs, by the institution of their complaints and "their subsequent course of action during the time the complaints were pending before the Commission," have made it "impossible for Trinity Broadcasting Corp. to make the necessary arrangements to re-create baseball games during the 1954 season." Consequently, neither KELP-AM-TV nor Trinity's KLIF Dallas will air re-creations this year, FCC was told.

Western Union filed a Sec. 309(c) economic injury protest, charging FCC erred in the KELP case by not finding that the station had appropriated private property (game information) without consent and aired it as though it were live. Western Union said it pays the American and National leagues for the right to transmit game data to subscriber stations and such stations may not allow unauthorized rebroadcasting, nor may a non-subscriber station appropriate the data aired by a subscriber.

Counter damage suits between the major league ball clubs and Mr. McLendon's defunct fifth network, Liberty Broadcasting System, are pending in the courts and may be heard this fall, it was indicated last week. Depositions are being taken.

Hearing Backlog Lowers

IN DESIGNATING for hearing three more comparative television cases, FCC last week reported only 13 cities remain to be set for hearing, but said all 44 applicants involved have been notified of expected hearing by McFarland letters. New cases designated, to commence May 14 in Washington, included: Big Spring, Tex., ch. 4, Texas Telecasting Inc. (KDUB-TV Lubbock) and Big Spring Broadcasting Co. (KBST); Jefferson City, Mo., ch. 13, L.H.P. Co., Capitol Tv Co. and Jefferson Tv Co. (KWOS); and San Antonio ch. 12, Mission Telecasting Corp. (KONO) and The Walmac Co. (KMAC).

NBC, Clear Channel Group Protest FCC Skywave Ruling

BOTH NBC and Clear Channel Broadcasting Service last week protested FCC's order of early March eliminating from the Commission's engineering standards the use of am broadcast skywave measurements in other than general rule-making proceedings. FCC said the skywave curves in the standards shall be used in licensing proceedings.

The petitions asked for reconsideration and noted FCC had eliminated the use of measurements because of the short period of time over which they would be taken. NBC and CCBS replied that if this logic applied to the measurements, it should also apply to the curves themselves, since the curves are based on measurements taken over only a three-month period in 1935. They asked the Commission not to absolutely foreclose the use of specific measurements in cases where they might apply and could be properly tested.

Gray Chairman of Unit Investigating Oppenheimer

GORDON GRAY, president of WSJS-AM-TV Winston-Salem, N. C., former Army Secretary and now president of the U. of North Carolina, is chairman of a special loyalty review board that is holding secret hearings on the charges made against atomic scientist J. Robert Oppenheimer.

MR. GRAY

Dr. Oppenheimer has been suspended by President Eisenhower from atomic research activity pending the board's determination of his security status.

FCC Grants Microwave Links

LONG LINES Div. of American Telephone & Telegraph Co. last week was granted permits by FCC for seven new microwave radio relay stations to comprise the Los Angeles-Turquoise, Calif., section of the proposed Amarillo-Los Angeles system, including a side leg from Turquoise to provide network tv service to KLAS-TV Las Vegas, Nev. FCC fortnight ago approved permits for an initial section between Amarillo and Albuquerque.

Color cast equipment

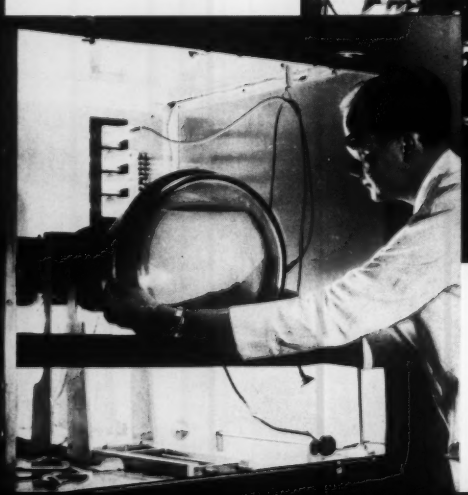
THE compatible color television system approved by the FCC last December—which will soon bring color TV to *your* market area—represents an investment of more than a million man-hours and nearly ten million dollars by the *entire* television industry.

G.E.'s role in this development is exemplified by Dr. W. R. G. Baker, General Electric Vice President and General Manager of the Electronics Division. Dr. Baker was chairman of the National Television System Committee which formulated the system as it was finally approved.

Nearly four years ago, Dr. Baker and his staff of color engineers (above) established a network of color signals at Electronics Park for research and equipment development. Their main consideration throughout these years has been *your future in color TV*.

NOW'S THE TIME!

Plan your co or TV future with



Hundreds of G-E engineers cooperated in discovering new theories... new ways to provide a truly compatible system. One of the many General Electric color laboratories—in constant operation during the past four years—is shown above.

Major networks have already converted many top-flight programs to color. The strongest call for color has started—as was predicted—to come from local advertisers. Your needs, therefore, may be temporarily limited to film and slide facilities. General Electric is prepared to help you! For details, see a local G-E representative, or write today.

Chromacoder color equipment will soon be in production at General Electric's Electronics Park. Featuring a compact camera with only one I.O. tube, you will note there is little obvious difference between it and a standard black and white television camera. Size, simplicity of design, weight, maneuverability, ruggedness, economy and flexibility are important operating points.

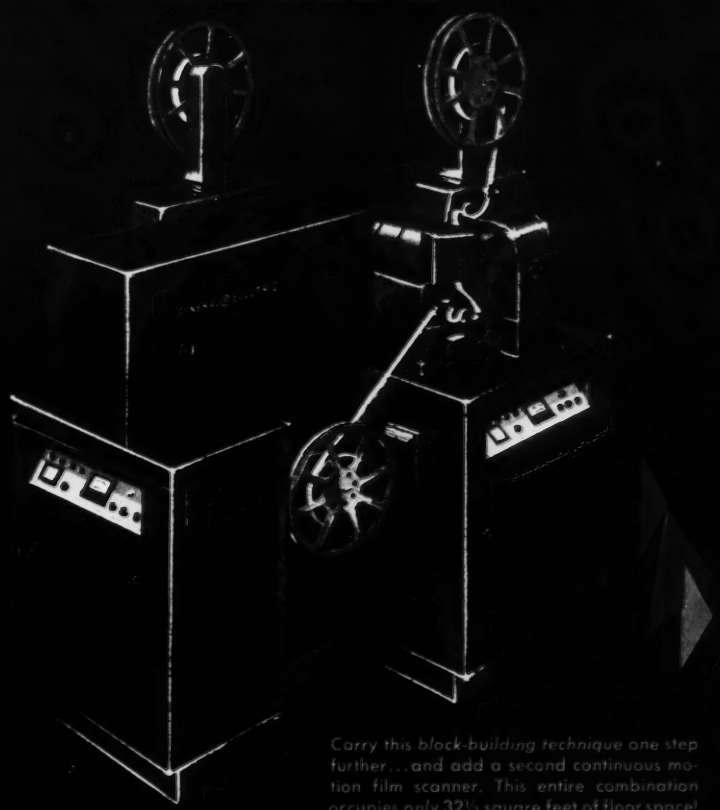
GENERAL

Using the Chromacoder Camera Channel, a single picture signal (containing *all* color intelligence in sequence) is selected for transmission. This signal is then fed into the Chromacoder and translated to simultaneous red, green and blue images. Subsequently, a Multiplexer forms a color signal for transmission under the compatible standards approved by the FCC. Only one Chromacoder is needed at each station to translate the signals of all its cameras.

The unique designed-in flexibility of General Electric's projection room equipment for color slides and film allows you a choice of the equipment you want . . . when you want it!

2" x 2" color slide scanner with color scanner pickup—the basic equipment you'll want first for color commercials . . .

Just add the high quality continuous motion film scanner to the slide scanner to provide color film programs . . .



Carry this block-building technique one step further . . . and add a second continuous motion film scanner. This entire combination occupies only 32½ square feet of floor space!

General Electric COLOR for your station!

1 **Modify Existing G-E Equipment To Broadcast Network Color Programs For Black and White *and* Color Reception!** General Electric is providing its present customers, on a no-charge basis, all necessary *internal* transmitter parts, thus permitting stations with G-E transmitters to broadcast color. Engineering supervision for the installation of this equipment is on this *same no-charge basis* if it is done at the same time external color equipment is installed. *External* parts (Gamma Amplifier, Stabilizing Amplifier, Color Monitor, and other miscellaneous items) required for performance within FCC color specifications are being supplied at a moderate cost of approximately $7300 to $8800 (VHF-UHF). Optional test equipment is available as required. It is important to note that any of the above changes can be accomplished *without loss of air time.*

2 **Locally Originate Color Slides and Film With G-E Equipment!** General Electric provides the ideal solution to the demands of local advertisers for color commercials. Its top-quality film and slide facilities are designed for amazingly versatile effects. Slide Scanner equipment cost is in the order of $32,500; additional for Film Scanner equipment, approximately $36,000. To this must be added the cost for achieving best possible color transmission service as outlined in Plan 1.

3 **Put Live Local Color Programs On-The-Air With G-E Equipment!** This final step of your color objective incorporates a live camera channel, Chromacoder and allied equipment, Calibration Monitor Console, Monitor Switching Unit and miscellaneous accessories. With these G-E facilities broadcasters are assured of obtaining the ultimate in programming and performance . . . at what we believe to be the most economical cost figure you'll see in the industry!

Extra! G.E. is making rapid progress with an economy plan to factory-convert your existing G-E black and white cameras for live color program origination. This conversion will similarly apply to non-G-E cameras that are interchangeable. Moderate conversion cost will result in outstanding savings.

Plan your color *future* with General Electric—NOW!

Our local G-E broadcast representative has all the facts. Call him today or write:
General Electric Company, Electronics Park, Syracuse, New York.

You can put your confidence in—

GENERAL ELECTRIC

ECB-87

Printed in U

W O C T V S E L L S

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how *responsive* these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, *United sold 2,200 pints of oysters*—a complete sell out. In addition, *United sold 4,800 chicken pot pies*—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets . . . so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
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ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

INTERSTATE TV Proudly Introduces...

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Now being filmed and released! New plays... new stories... new casts... that will hit a new high in audience rating and product sales!

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Now Ready For Release!
1st of the brand new series
"KING HIGH"
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DOUGLAS FAIRBANKS
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Drama...Romance...Mystery... Comedy! The kind of stories America's millions love... written by America's top-notch writers!

FLASH! ALL-NEW SERIES bought by RHEINGOLD BEER for the New York and California markets!

39 NEW HALF-HOUR PLAYS!

... destined to eclipse the popularity of the first series, which was one of television's highest-rated shows! Let the new, greater 'DOUGLAS FAIRBANKS PRESENTS' series spark your product to sales and prestige dominance in your television market!

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features

- How stations are getting set for color tv. Page 68.
- Saturation radio spots are the key to this department store's sales. Page 70.
- B•T's gallery of television station identification slides. Page 74.

Past Hits Revived by Radio

WHAT started as an experiment on an evening record program called *Old Timers Party*, on WJAS Pittsburgh less than a year ago, has turned into one of the station's best known and most widely listened-to features. The idea can be traced back to a day in June 1953, when a WJAS maintenance man came into the studio with 20 old records—some released as early as 1908—and asked Hilary Bogden, m.c. of *Old Timers Party*, to play them on his show. Feeling that many of his older listeners might enjoy hearing some old favorites, Mr. Bogden did just that.

To test the reaction of the audience, Mr. Bogden asked his listeners if they would like a program featuring records of yesterday. "The response was phenomenal," says Cal Mara of the station publicity staff. *"Old Timers Party* since its inception has received not only requests for old records, but listeners bring albums and bundles of old time recordings into the studio."

In a short time Mr. Bogden built up a library of 2,800 old time records. The response from listeners prompted WJAS to designate a 30-minute segment each evening from 10:30-11 o'clock for the record series.

Only one obstacle stood in the way of the new show. Equipment at WJAS was too modern for the quarter-inch records that constituted Mr. Bogden's collection. An old phonograph was necessary. Mr. Bogden announced the need for such a machine and within a few days an Edison floor-type machine patented in 1898 was brought to the studio. Mr. Bogden now spins records on the old phonograph by cranking the machine and at the same time holds a streamlined microphone inside the speaker.

There's no doubt that the show has been an audience success. Mail received at the station emphasizes that older people who largely make up the audience appreciate a program that is designed for them. But the show has met with commercial acceptance, too. It is sold on a participation basis. Types of accounts that have found *Old Timers Party* a good advertising buy range from department stores and food markets to automobile concerns and movie houses. WJAS reports that once advertisers join the show's sponsor list they generally expand their schedules. Stylebrook Clothes, for example, used a few spots on the show last August. This spring when the store set up its advertising budget it bought three 15-minute segments on the program weekly for 13 weeks.

There is a public service angle to *Old Timers Party*, too. Because of the great number of records turned over to the show, naturally there are some duplicates. To stimulate a love of music, both popular and classical, among blind youngsters, Mr. Bogden turns over duplicate records to the Pennsylvania School for Blind Children. They are sent to the school along with biographical data on the recording artists for use in music classes. To date, 600 records have been donated to the school. Mr. Bogden's work with the blind children particularly aroused one listener's interest. She called the station to offer a collection of records to the school. Mr. Bogden picked them up and included in her gift was an old banjo. "It was in perfect condition," Mr. Bogden recalls. "Now a little boy at the school is happily learning to strum on his new instrument."

HILARY BOGDEN
Old tunes win new friends

GETTING SET FOR

IN BALTIMORE: ONE STATION BUILDS OWN COLOR GEAR

by Earl B. Abrams

WHAT'S the practical broadcaster doing about color tv?

Is he rushing ahead to pump out color signals with nary a thought for the number of color sets ready to receive them?

Or is he holding back, wishing color tv had never been invented?

The answer is neither. The practical broadcaster is making haste—slowly.

Take Baltimore, for example. The U. S.'s sixth market, it has three pre-freeze tv stations operating for the benefit of the more than two million people in its market. WBAL-TV on ch. 11 is the NBC station; WMAR-TV on ch. 2 is affiliated with CBS, and WAAM (TV) on ch. 13 carries ABC and DuMont programs.

All three are commercial successes.

There are close to 550,000 black-and-white television receivers in the Baltimore area. There are also, as of now, about two dozen color sets there.

Those two dozen color receivers are the recipients of a lot of work and financial outlay on the part of two Baltimore stations —WBAL-TV and WMAR-TV.

WBAL-TV, owned by the Hearst Corp. (*Baltimore News-Post*), began operating in 1949. The first thing it did, when color seemed imminent late in 1953, was to adapt its transmitter to be ready to carry NBC's color programs. This was done by its own engineers. When the FCC authorized compatible color standards Dec. 17, 1953, WBAL-TV carried NBC's colorcast which followed the Commission's action by a matter of minutes.

There was exactly one color receiver in Baltimore then, and about 25 people huddled around that first color telecast in WBAL-TV's studios to watch it.

Even before that event, the station was preparing for slide and film colorcasting. Two of its 33-man engineering staff were detailed to build the required equipment. This they did in six months, and in late February, an eight-rack group of components that permit color slide telecasts was ready. These include power supply, test equipment, sync generator, colorplexer, and the myriad tubes and components necessary to originate a color signal. The gear is jammed into a workroom on the third floor of WBAL-TV's home on North Charles St. It has been used to demonstrate color for local advertisers on a closed-circuit basis.

Thus far, from the first steps in modifying its transmitter to the completion of the slide equipment, WBAL-TV has spent $20,000. This compares to about $60,000 that the same job would have cost if the equipment had been purchased commercially.

Hearst Corp.'s vice president in charge of engineering, John Wilner, feels he and his staff have gone as far as they can in building their own apparatus. On order is a color projector and camera, priced at $45,000.

The reason WBAL-TV's engineers built their own equipment is not solely economy. If color is going to be important in television broadcasting, Mr. Wilner wants his men to know as much about it as possible. What better way than to build from scratch.

Station Manager Leslie H. Peard Jr. and his staff have given a lot of thought to color timing. Aside from the network programs, which it has continued to telecast since the beginning, the station plans to telecast a color test pattern every Saturday morning beginning late this month. In September, when 200 color receivers are expected to be in the area, the station will begin broadcasting color slides. Then, a month or two later, when the film projector and camera arrive, color films will be telecast.

Live Production

Both Mr. Peard and Mr. Wilner feel that live local originations are about a year off. New camera developments (a single tube camera, for example) are due soon, they believe, and then there may be some stability in that field of color tv.

Commercial activities in color are geared to the number of color receivers in Baltimore. Mr. Peard doesn't think the station will charge for colorcasting until there are about 5,000 sets capable of receiving those signals in the area. He recalled that WBAL-TV's first rate card was issued when there were that many black-and-white sets in Baltimore. The first rate card carried a $350 charge for one hour of Class A time.

One thing has been brought home with an impact unlooked for by WBAL-TV management. It takes space to accommodate color gear. Although tightly squeezed into four floors at 2610 N. Charles St., on the edge of Baltimore's downtown area, it has managed to get along. It also has two transmitter buildings (for am and for tv) and a warehouse.

Now, with color television coming along, with room needed for the additional equipment, the station has a space problem. The color slide and film equipment alone take up almost the same amount of space that the full black-and-white operation requires. A significant decision will have to be made soon—whether to expand at its present quarters, or start from the ground up.

WMAR-TV, owned by the Baltimore Sunpapers and run by former FCC Comr. E. K. Jett, has been operating since 1947. When color was approved by the FCC late in 1953, WMAR-TV immediately had its transmitter adjusted so it could bring Baltimoreans the regular CBS-TV colorcast every Friday evening. This has continued.

Early this year, WMAR-TV bought a Telechrome Inc. flying spot scanner, which uses 2x2 inch transparencies. The station began building its own library of special slides for use with this equipment, and to date has more than 500. Many of them are what Mr. Jett calls "dateline" slides—showing the skylines of principal cities with the name of the city superimposed (Washington, London, Paris et al). Others are "subject" slides—politics, education, labor, etc. These are used on news shows.

Aside from the use of these slides throughout the broadcast day, the station has a regular colorcast five days a week, from 9:30 to 9:45 a.m. Using slides, these programs are in the nature of documentaries, covering Baltimore's Zoo, the Maryland countryside, the city's docks, etc.

The equipment is housed in four racks and is located on the 34th floor of the Mathieson Bldg. in downtown Baltimore. To the present 32-man technical staff, Mr. Jett expects to add four more.

It is WMAR-TV's plan, to begin any day now, to put on a color slide at least once an hour throughout the broadcast day. They will be used for public service spots, news, weather, sports and station identification.

Sometime soon, also, WMAR-TV will sign on and sign off in color.

Due late this summer is a film projector-camera chain. In 1955, WMAR-TV plans to order a live camera chain.

Mr. Jett looks for 1,500 color sets in Baltimore by the end of this year. He has figured that Baltimore accounts for 3% of

(Continued on page 70)

COLOR TELEVISION

IN MILWAUKEE: STAFF SEES HOW COLOR PLAYS TRICKS

by Joseph Fox

WTMJ-TV Milwaukee has been transmitting telecasts in color from NBC-TV for some time. All of the station's staffers have seen color, and shortly expect to be producing local color tv programs. The interest all of this has generated throughout the staff caused the art department to be more aware than ever of the singular things that can and do occur in the perception of color. So we put together an elementary review of color psychology, limiting it, after much pruning, to those points of greatest pertinence to the unique type of picture that is tv.

We are not planning to undertake actual camera testing of hues for truth and the formation of standards, since that work is being done on a wide scale under the direction of Norman Grant, art director of NBC-TV in New York. Results of these proceedings will be available to us. We have concentrated here on the phenomena familiar to artists in all fields.

A magazine art director can tell in advance just how millions of copies of color material will turn out. He cannot be certain how they will be *seen* by the readers, since color perception is so highly personal, and variable to a considerable extent. In television, we cannot be sure even how the finished "copy" (on the viewers' sets) will look, but we can at least be on the lookout for some of the tricks we know the viewers' eyes will play unless we anticipate them.

The Mind's Eye

There is a large and ticklish bridge between a carefully planned and executed color presentation — whether balop art, slides, film, or studio set—and the mind of each viewer (which is where he "sees" color.) There are, on this bridge, these potential false steps: color balance and registration in the cameras; color temperature of the lights; lens used and distance between camera and object; difficulties in the camera chain, which operates on a unusually low tolerance; the condition of the viewer's set, and his adjustment of it; the amount of light in the room with the receiver; and the condition of the viewer's eyes which may be fatigued or dulled by age or illness; and, finally, the level of perception on which he commonly operates (and well within a "normal" standard, *i.e.*, excluding gross color-blindness, this varies from person to person.)

The latter grouping, concerned with color perception rather than electronic pickup and transmission, is the area with which we concerned ourselves. To this subject, we brought nothing new, beyond a particular application to television. Most of our material goes far back, some of it to Leonardo da Vinci. But after a lot of research, and with layout sketches of the relevant data, we made up four displays, using a cover-stock paper of 6.5 Munsell gray, 23″ x 35″, as backing. On these sheets, we used chips cut from Color-Aid papers mounted with rubber cement, and lined the displays with black masking tape. We tried to keep text material to a minimum, but even so, more than we would have liked became necessary.

The first sheet, on the right in the photograph below, covers the juxtaposition of colors, and the curious things that result. The gray scale at the bottom illustrates the illusory shadow that occurs when the chips touch. The three larger panels show how single hues change radically in appearance according to their backgrounds.

The second sheet demonstrates afterimage, that strange retinal quirk that could conceivably, after a heavy dose of bright color, tint the succeeding picture with possible unfortunate results. We show it occurring on white paper as well as colored backings, where the result is a mixture.

The third sheet is concerned with association and emotional reaction, and here, if we could, we'd have included some material on aesthetic preference as well. We didn't, because it would have caused endless argument and, besides, preferences differ according to the object colored.

Finally, in the last sheet, we landed on the topic of the intensity of color. This, of course, is a matter outside the broadcaster's control, but important for him to recognize. Everyone of us in tv knows of badly-adjusted monochrome receivers which apparently satisfy their owners, even when contrast is so high as to obliterate all grays. All of us in tv have encountered grumbling clients who had to be shown that the commercial he saw at home was not a fair judge of what we'd transmitted. In color tv these maladjustments will produce some pretty aberrations in the intensity, saturation, and even

(Continued on page 70)

Here's the color perception exhibition staged at WTMJ-TV. Doing final touch-up are Edward Stenzel (standing), WTMJ-TV artist, and Mr. Fox, author of this article.

Mr. Fox is manager of the art department at WTMJ-TV Milwaukee.

Looking over their home-made color slide equipment are John H. Wilner, engineering vice president of Hearst Corp., which owns WBAL-TV Baltimore, and Leslie H. Peard Jr., station manager. On the monitor is WBAL-TV's color station identification slide.

COLOR IN BALTIMORE

(Continued from page 68)

the tv receivers sold nationally each year, and estimates that there will be 50,000 color sets manufactured this year.

WAAM (TV) has been busy readying an increase in power to the maximum 316 kw permitted to a ch. 13 station. It is planning to ride easy on color until there is a demand for it, possibly, its executives feel, early in 1955. Although the networks with which it is affiliated have not originated any color programs yet, WAAM has had its transmitter adjusted so that it can rebroadcast such a program when it is received.

WAAM's director of engineering, Ben Wolfe, has attended all of the major color tv clinics and has shared his knowledge with his staff.

Although WAAM has taken no concrete steps toward color, it is ready to move when advertisers begin asking for it, Joel Chaseman, director of public service and publicity, says. That will probably come, Mr. Chaseman feels, when there are some 1,000 color sets in the Baltimore area.

COLOR IN MILWAUKEE

(Continued from page 69)

the hues of colors, as the viewer sees them. On this last sheet, we described photoptic and scotoptic vision, their relevance to a darkened viewing room and over-bright chroma setting, and the effects.

Finally, and largely because it's a new conception to a lot of people, we added an exhibit to show the difference between subtractive color—as in paint, ink, and the color tv camera—and additive color, as it occurs in color tv receivers. We contrasted a simple blending of paint primaries on a palette with a viewer we built to show how merging discs of colored light produce, from red, blue, and green, such surprising results as white and yellow. In this device, three flexibly-mounted lengths of cardboard tubing, carrying lenses, are set over openings exposing special slides we made from clear plastic painted with mixtures of lamp dyes. These tubes are made to lean inward with strings and rubber bands, causing an overlap of the colored discs on the screen. It's crude, but it certainly does answer questions. While the phosphor dots of color on a receiver screen don't move, of course, the effect is precisely the same.

We invited the entire staff of WTMJ and WTMJ-TV (about 190 people) to come and see, because we knew that the radio personnel and even the non-technical people are expected by their friends outside the industry to be experts. Most of our visitors, on seeing the demonstration, began to recollect much of it from their school days, and we have been well repaid by the interest and enthusiasm that have followed. It seemed to us that this review constitutes a legitimate part of the preparation for color tv, and it has certainly helped build up interest.

As was mentioned, we brought nothing new or inventive to this display, but we did have the good sense to list our sources, thus passing a very neat buck. This list does not show in the photograph on page 69. There are thousands of fine sources for material, but these are the ones we happened to find most handy and useful to us:

1. Encyclopedia Brittanica, sections on "Vision," "Colour" (note British spelling), "Light."
2. "Colour and Light at Work" by Robert F. Wilson.
3. "Color Digest"—Higgins Ink Co.
4. Proceedings of the IRE, January, 1954.
5. "Practical Color Tv for the Service Industry," RCA Service Co.
6. *Life* magazine, July 3, 1944 (no reprints available) article on "Color."
7. "Color as Seen and Photographed," Eastman Kodak Co.
8. "An Introduction to Color" by Ralph M. Evans (of Eastman).

SATURATION SPOTS: KEY TO SALES

CONCENTRATION of radio spot announcements in peak selling days during the week has been worked into a highly profitable advertising formula by William F. Gable Co., a department store in Altoona, Pa.

Until several months ago, the Gable organization confined its radio advertising to "reminder" copy on WFBG Altoona, used chiefly on 15- or 30-minute programs, some scheduled five times a week and others just once weekly. The three to five breaks in the show devoted to Gable merchandise were used to promote different items. Results, the store relates, were just so-so.

The change in advertising format that has spelled greater sales for the store meant a complete switch in Gable's use of radio time. It was decided that the store would adopt a saturation spot campaign on WFBG at peak periods during the week, on the theory that repetition of commercials for merchandise for sale at the store ought to mean more sales.

Illustrating how correct the store was in its assumption is the experience at Gable's in November 1953 with a sale of floor sample tv sets promoted entirely with radio advertising. The store bought $100 worth of spot time from WFBG to stimulate the sale of tv sets that had been marked down from $40 to $130 to make room for newer models. Forty spots were used from Friday morning through Monday afternoon. On Friday, sales amounted to $5,000. Monday business was $3,500. The store's $100 radio advertising expenditure brought in $8,500. Advertising that produces 85 times its cost convinced the store that radio can be a powerful factor in a local advertiser's media plans.

In the tv set sale case, there were 12 different pieces of copy used in 40 spots. Those used first announced the Saturday sale. The spots used later informed listeners that the sale would continue through Monday. All mentioned brand names and the savings in dollars. There were 25-second and one-minute spots. In the latter group credit terms were also explained.

Gable's, which owns Gable Broadcasting Co., licensee of WFBG-AM-TV, is now a steady spot advertiser on WFBG. Top selling days at the store are Saturday and Monday. Monday night the store is open until 8:30 p.m. To assure a good flow of business on both these days, 12 to 25 spots are used Friday and Saturday mornings for Saturday selling, and a similar group is aired Sunday and Monday to boost Monday store traffic.

every TV station needs

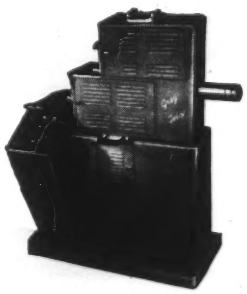
LOW COST COMMERCIALS

that local sponsors can afford

Here's how the GRAY Telop screens out high production costs

Install a Gray Telop as part of your basic TV broadcast equipment for commercials . . . "screen" out high production costs! Use with any television film camera, including the new Vidicon camera. Projects opaque cards, photographs, artwork, 3¼″ x 4″ transparent glass slides, strip material, **even** small objects . . . pens, watches, cigarette lighters, pipes, etc., or small models of large products.

A Gray Telop . . . at low initial cost . . . projects these economical materials and small objects with all the professional versatility of major "network" effects . . . **without** using costly film strips or live talent. Sponsors' copy can be prepared quickly, easily, for a variety of effects that is virtually unlimited. Gray's Telop will help you to sell more revenue producing commercials . . . Increase Your Profits!



GRAY TELOP I

Seeing is Believing

- Gray Telop projection of commercials must be seen to be appreciated . . .
- You get dual projection, superposition, lap dissolve, fade-out . . . with a single lens system.
- You can project 'cinematic', exciting visual effects for greater audience interest . . .
- Your Gray Telop will pack punch and profit into every minute of your TV commercials . . . at a price that local sponsors can afford!

GRAY TELOP II

GRAY RESEARCH

AND DEVELOPMENT CO. Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WRITE FOR:
Visual proof of the profit making potential of Gray Telops. Request "TV Anytown," the completely illustrated, detailed description of Gray Telops.

THE LATEST
WCKY
STORY

Almost Everybody I
Cincinnati Listens To
Radio Disc Jockeys

In a single week

8 OUT OF 10 FAMILIES
IN A METROPOLITAN MARKET
LISTEN TO
RADIO DISC JOCKEY SHOWS *

EVERY DAY
41.9%
of all homes tuned in an average of
2 1/2
Radio Disc Jockey Broadcasts . . .
listening an average of
ONE HOUR
per home *

EVERY WEEK
79.1%
of all homes tuned in an average of
9 1/3
Radio Disc Jockey Broadcasts . . .
listening an average of
3 HOURS and 42 MINUTES
per home *

—and to whom do they listen most?

**Published by BAB from 1953 Nielsen Data*

WCKY . . . ON THE AIR EVERYWHERE • TWENT

IN CINCINNATI—

WCKY DISC JOCKEYS

Lead The Field

From 6 a.m. to 7 p.m., Monday through Sunday, WCKY DISC JOCKEY Programs have MORE 1st Place Audience Ratings* than the combined total of all other DJ Programs in Cincinnati.

WCKY Disc Jockeys are Your Best Buy

*Nov.-Dec. Pulse

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

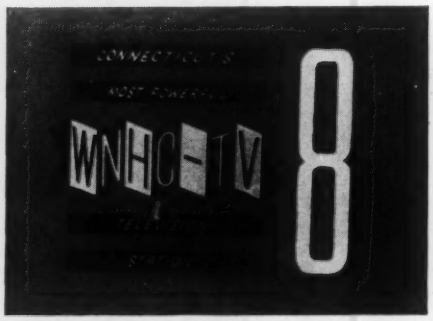
ACCENTING the behind-the-scenes operation of a tv station is this ID shot used on WJBK-TV Detroit. The station features station breaks to emphasize tv effects.

HERE is an ID shown on WJBK of its new tower while it was under construction. The station has recently concentrated on promoting the 1,057-ft. structure.

SIMPLICITY of line characterizes many IDs used on KRLD-TV Dallas, Tex. In all slides the station's channel number predominates. The station is a CBS affiliate.

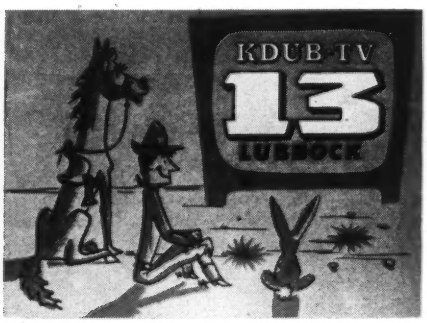
A PAUSE FOR STATION IDENTIFICATION

KRLD-TV occasionally uses art work like that shown above to promote itself with station breaks. Since it is in a three station market, other IDs stress "see more on ch. 4."



AS the result of a channel switch, WNHC-TV New Haven Conn., has concentrated ID time on promoting its new channel number, much in the forefront of this particular station break slide.

THIS is a still shot of a 10-second WNHC-TV identification film used by that outlet. It is used with the actual sound synchronized with the action of the bell which the Town Crier holds in his hand.



SCREEN-within-a-screen technique is used on many IDs at KDUB-TV Lubbock, Tex. Cartoon IDs such as this one are seen on screens throughout the area tuned to ch. 13 during the broadcast day.

SPECIAL tv slide department at WGVL (TV) Greenville, S. C., sees to it that station programs are properly promoted, as this slide indicates. Title in each case is imposed on an appropriate scene.

HERE is one of the outlet's earliest station break IDs, promoting itself when it went on the air last year. Since WGVL began telecasting, some 600 slides have been produced by the slide department.

OTHER station break announcements in a less humorous vien are also used by KDUB-TV, as this one illustrates. Such slides are used regularly to promote the station and the area it serves.

BIG MIKE
THE FEEDER

Big Mike is the award-winning trademark of KFAB—Nebraska's most-listened-to station.

"The cattle feeder has helped to make Omaha the nation's largest beef packing center," Big Mike points out as he tells another chapter in Nebraska's industry story.

Located for the most part in a huge circle around Omaha's Union Stockyards, the feed lots receive range-fed cattle... almost 700,000 annually... from western Nebraska, Colorado, Wyoming, Montana and other ranch states. It is the feeder, with his physical equipment and know-how, who readies the range cattle for the market . . . and triples their value. Most of the beef cattle fattened in Nebraska and western Iowa feed lots are sold at the Omaha market and bought on the spot and processed in Omaha plants by the nation's major packers.

There's more . . . much more to the Nebraska Feeder story and how he plays an important part in making Nebraska a great market. And there's much more to the Big Mike story . . . how KFAB serves all — industry and individual alike . . . how people listen most to KFAB . . . and how this influences what they buy. Find out more from Free and Peters . . . or check with General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS **OMAHA** CBS RADIO

PEABODY RADIO-TV AWARDS PRESENTED

Television productions and stars capture most of the awards.

THE 14th annual George Foster Peabody Awards for distinguished achievement in radio and television during 1953 were presented last Wednesday at a luncheon meeting of the Radio & Television Executives Society of New York in the Hotel Roosevelt.

The awards, in nine categories plus one special award, were announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, which, with the national Peabody Advisory Board, administers the honors in radio and tv.

George T. Shupert, RTES president, presided at the luncheon attended by several hundred radio-tv leaders. It was the eighth straight year that the event, which was both broadcast and telecast, took place at an RTES luncheon.

These Were Cited

The winners: Radio news, Chet Huntley, KABC (ABC) Los Angeles; television news, Gerald W. Johnson, WAAM (TV) Baltimore; television music, NBC *Television Opera Theatre;* television entertainment (double award), *Television Playhouse* and Imogene Coca (both NBC; television education (double award), *Cavalcade of Books,* KNXT (TV) Los Angeles, and *Camera Three,* (WCBS-TV) New York; television youth and children's programs, *Mr. Wizard* (NBC); promotion of international understanding through television, coverage of the (British) Coronation by British Broadcasting Corp.; public service by a regional radio-tv station, WSB-AM-FM-TV Atlanta, especially for *Removing the Rust From Radio* and *You and Your Health;* public service by a local radio station, WBAW Barnwell, S. C., especially for *Church of Your Choice;* and special award, Edward R. Murrow (CBS).

Citations follow:

RADIO NEWS: Chet Huntley's skill in analyzing the news of the moment is coupled with the competence of a responsible reporter. In a time when the headlines reflect uneasiness and fear he has consistently demonstrated a talent for mature commentary on the controversial issues of the day. Huntley has a thorough understanding of the need for courageous and thoughtful radio journalism plus a craftsman's knowledge of the medium which carries his observations twice daily to listeners in the 11 western states.

TELEVISION NEWS: The recipient of the television news award for 1953 has distinguished himself as a teacher, author, and editorial writer. It is from this rich academic and professional background that he has brought to the newest of the agencies of communication his profound sense of political history, his graceful literary style, and his outspoken courage. In recognition of these qualities, and especially for his perspective, liberal, witty, and scholarly commentary on the news, a George Foster Peabody Award is hereby presented to Gerald W. Johnson of WAAM (TV) Baltimore.

TELEVISION MUSIC: The George Foster Peabody Television Award in Music goes to the NBC *Television Opera Theatre,* for its imaginative and stunning production, splendidly cast and beautifully sung, directed, and conceived. Praise goes to many people for this enterprise: to General David Sarnoff, to Peter Herman Adler, the music and artistic director, and to Samuel Chotzinoff, the producer. Last year saw some memorable productions: Verdi's "Macbeth," Bizet's "Carmen," Strauss' "Rosenkavalier." Far from enough fine music is being encouraged on television, and it is with real pleasure that we salute those at NBC, who have had faith and the wisdom to present the NBC *Television Opera Theatre.*

TELEVISION ENTERTAINMENT: (a double award): Under the leadership of Fred Coe, the *Television Playhouse* was, during 1953, in the judgment of many discerning critics, the most consistent producer of fine television drama. We especially commend Mr. Coe for his firm emphasis on good writing, and note his steadfast opposition to the star system. In recognition of its superior standards and achievement, we present to the *Playhouse* a George Foster Peabody Award for outstanding entertainment.

TELEVISION ENTERTAINMENT: (a double award): Blessed with an imp-like, contagious and entirely original humor, Imogene Coca was a welcome visitor in television homes even before the *Show of Shows* hit the Top Ten. Now, it develops that the stars of *Show of Shows* mean to go their own way next season. Regardless of the program Miss Coca chooses to grace, her mere presence thereon will assure a high comedy content, impeccable good taste—and a vast and appreciative audience. Which is our way of saying, Miss Coca, that you have won a George Foster Peabody Television Award in the field of entertainment, and with it goes our every good wish for the future.

TELEVISION EDUCATION: (a double award): The Peabody Award Committee dismisses as piffle the theory that, because of television, fewer good books are being read in America. There is no substitute for *really* good books. Television, as a matter of fact, can materially *help* to spread the word about the joys of reading, and *Cavalcade of Books* is an excellent example of just how this can be accomplished. Produced by expert showmen, backed solidly by the bookselling fraternity of Cailfornia and the leading publishers of America, *Cavalcade of Books*—KNXT is now being watched by upward of 350,000 people a week. The Peabody Committee (three of whose members know from personal participation the pulling power of the program) hopes that this award may stimulate bookmen in other parts of the country to similar endeavor. Under the heading of television education, therefore, we present that George Foster Peabody Award to *Cavalcade of Books*—KNXT.

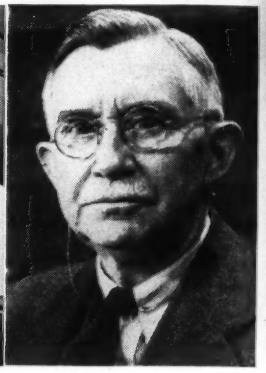
TELEVISION EDUCATION: (a double award): *Camera Three* is a stimulating, instructive, quiet, and civilized program produced by WCBS-TV New York, in cooperation with the State Education Department of the U. of the State of New York. *Camera Three* set out, in its own words, "to put fact and conception together and so use the tremendous potential of the television camera in exploring the realities of man and his world, his arts and sciences, his ideas, his problems, his relationships to himself, to other men and to his world." This is a large order, but *Camera Three* has mightily succeeded. We recall especially fine programs devoted to the art of the dance, to readings of Shakespeare, and to discussions of the emergence of Western Man. In recognition, the George Foster Peabody Television Award in Education is hereby presented to *Camera Three.*

TELEVISION FOR CHILDREN AND YOUTH: Intended primarily for children and youth, *Mr.*

IMOGENE COCA
"Othello" on TELEVISION PLAYHOUSE ➔

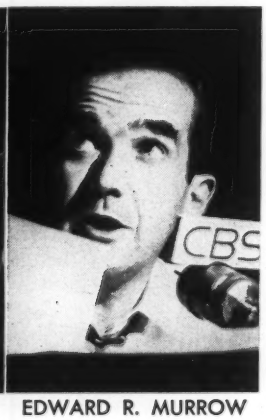
CHET HUNTLEY

GERALD W. JOHNSON

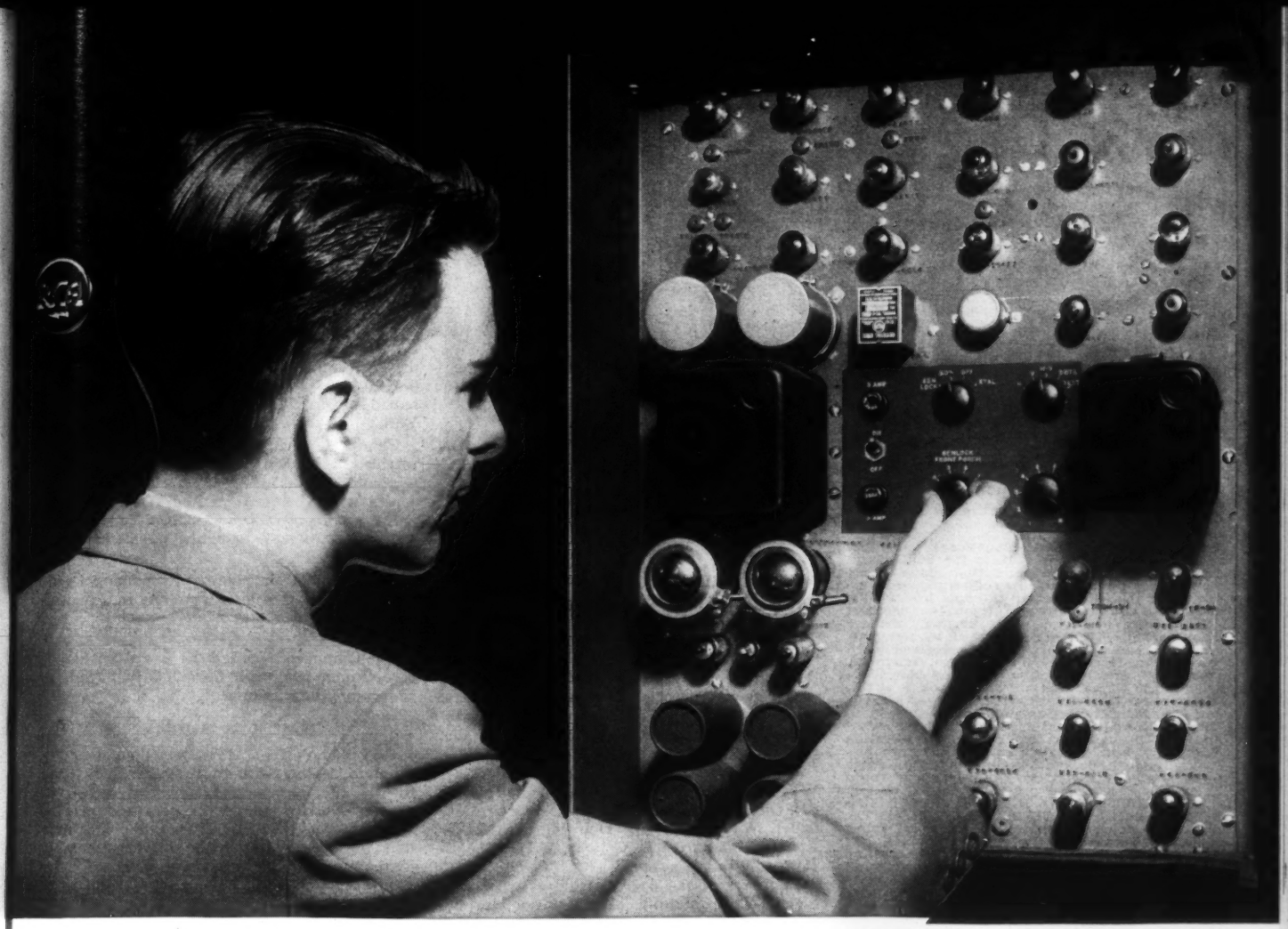


← "Figaro" on NBC's TELEVISION OPERA THEATRE

Scene From CAMERA NO. 3



EDWARD R. MURROW



New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA *Type TG-2A*

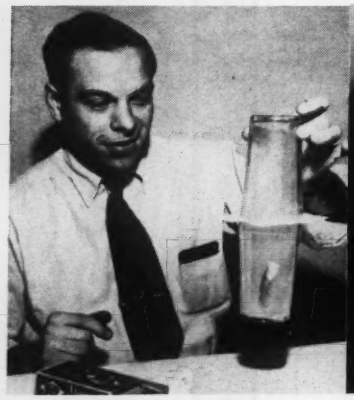
COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the *ultimate in synchronizing generators.* It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes: —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.



DON HERBERT ("Mr. Wizard"): His science shows are named best among children's programs.

WSB ATLANTA: Public Service. L to r: Dean Drewry; John M. Outler Jr., WSB general manager; J. Leonard Reinsch, managing director, Cox stations.

Wizard is not without educational value for adults. A testimony, in fact, to the quality and character of this program is that many of its viewers are adults who are sufficiently well informed in the fields treated to know just what a discerning and socially useful job Don Herbert ("Mr. Wizard") is doing. The judgment of these older persons is further confirmed by the hundreds of commendatory letters received each week from teachers, P.T.A. groups, scientists, and others; and by the five thousand "Mr. Wizard Science Clubs" that are an outgrowth of this program in 42 states, Hawaii, Canada, Mexico, and the District of Columbia. With a nod to Director Don Meier and Producer Jules Pewowar, and with the notation that here is a captivating example of how education can be made progressive without the loss of fundamentals, the George Foster Peabody Award for Children's and Youth Television Programs is presented to *Mr. Wizard*.

CONTRIBUTION TO INTERNATIONAL UNDERSTANDING THROUGH TELEVISION: The maximum congregation of Westminster Abbey is 40,000. Because of the superb planning and matchless skill of the British Broadcasting Corp. more than 100,000,000 persons throughout the world were able to view and participate in the impressive coronation ceremony to greater advantage than most of those physically present. Additional millions heard the vivid descriptions of this historic event. This presentation reminded people everywhere of the majesty and fidelity of the British people and their devotion to the crown. Free peoples were given new hope that the values they cherish are more secure in a period of tension and anxiety because of the dedication of the British commonwealth to these principles.

OUTSTANDING PUBLIC SERVICE BY A REGIONAL STATION: For its *Removing the Rust from Radio*, a project which reminded both the broadcasting industry and the public that although the lustre of radio may have been dimmed by the newness of a competing medium, its quality and potentialities, if properly handled, are as good, or better, than ever; and also in recognition of *You and Your Health* and other public services through 1953 in the areas of education, religion, and government, the George Foster Peabody Award for Outstanding Public Service by a Regional Station goes to WSB-AM-FM-TV Atlanta.

OUTSTANDING PUBLIC SERVICE BY A LOCAL STATION: WBAW's *Church of Your Choice*, presented in cooperation with religious leaders in its listening area, was a new and attractive concept in religious broadcasting during 1953. Local ministers, as newscasters and commentators, relate their particular church, its members, and its activities to the larger life of the whole community. This unique series extended and strengthened the local usefulness of WBAW, but it was but one of several public services to which this station attributes the acceptance, good will, and support which it enjoys in the Barnwell, S. C., area—and for which the George Foster Peabody Award for Public Service by a Local Station is hereby awarded.

SPECIAL AWARD: A Tarheel—he was born on a small farm in North Carolina—Edward R. Murrow brings to radio and television those qualities which are summed up in that ringing phrase, "a fighting Southerner." He is a believer and he believes passionately in the capacity of this country to do the right thing. He is fair-minded and a fighter for justice. He is courageous with the courage that has compelled him again to take on assignments "above and beyond the call of duty." Broadcasting the news five days a week; initiating one television show, *See It Now*, on Tuesday nights, and another, *Person to Person*, on Fridays; and always alert for a sudden trip to Korea, Germany, or the moon, he is a one-man team and as modest as he is energetic. We salute the Aluminum Co. of America and the American Oil Co. for having the good sense to be his sponsors; and to Edward R. Murrow who has three times before this received a Peabody Award, we dedicate this Special Award for being himself.

Radio News Citations Made by Va. AP Group

SERIES of awards for radio news coverage, selected by a board of judges from North Carolina stations, featured the April 9 meeting of the Virginia Associated Press Broadcasters, held at the National Press Club, Washington. Ben McKelway, editor of the *Washington Star* and an AP director, addressed the group.

Elected directors were Charles P. Blackley, WTON Staunton, retiring president [B•T, April 12]; Don Greene, WSVS Crewes; Mildred Alexander, WTAR Norfolk; Don Murray, WDBJ Roanoke, and John L. Cole Jr., WHLF South Boston.

Members of the board of judges were Jack Knell, WBT Charlotte; Mrs. Kathryn Murphy, WSTP Salisbury; Add Penfield, WBIG Greensboro; Ed Kirk, WPTF Raleigh; Edmond Smith Jr., WIRC Hickory. Awards follow:

COMMENTARY — Metropolitan: Ambert Dail, WGH Newport News; Walter Crockett, WCYB Bristol; Don Murray, WDBJ Roanoke. Non-metropolitan: Don Greene, WSVS Crewe; Al Drew, WEVA Emporia; Max Blakemore, WRIC Richlands; Robert Bradford, WREL Lexington.

COMPREHENSIVE—Metropolitan: Joe Moffat, WSLS Roanoke; staff of WTAR Norfolk; Edward Travis, WGH Newport News; John Patterson, WDBJ Roanoke. Non-metropolitan: Wendell Siler, WRAD Radford; Fred L. Hart, WLPM Suffolk; Roy Marsh, WHLF South Boston; Jim Woodell, WTON Staunton.

SPORTS—Metropolitan: Blair Eubanks, WTAR Norfolk; Bill Diehl, WGH Newport News; Don Murray, WDBJ Roanoke and Josh Barry, WNOR Norfolk, tied. Non-metropolitan: Roy Marsh, WHLF South Boston; Paul Zimmerman, WMVA Martinsville; Don Greene, WSVS Crewe; Bob Sterrett, WTON Staunton.

STATE AND LOCAL—Metropolitan: Roger Mudd, WRNL Richmond; Wally Hankin and Ambert Dail, WGH Newport News; John W. Eure, WDBJ Roanoke; Lewis T. Jester, WVEC Hampton. Non-metropolitan: Preston Young, WHLF South Boston; Maynard Dillaber, WMVA Martinsville; Earl Hundley, WLPM Suffolk; Washington & Lee Journalism school, WREL Lexington.

FARM NEWS—Metropolitan: Frank Raymond, WCYB Bristol; Hal Grant, WDBJ Roanoke. Non-metropolitan: Bob Sterrett, WTON Staunton; L. E. Pettyjohn, WLPM Suffolk; H. B. Eller, WMEV Marion; Preston Young, WHLF South Boston.

WOMEN'S NEWS—Metropolitan: Polly Daffron, WRNL Richmond; Anne Lee Ceglis, WGH Newport News; Mildred Alexander, WTAR Norfolk; Alice Friberg, WCYB Bristol. Non-metropolitan: Barbara Zimmerman, WMVA Martinsville; Virginia Gay, WEVA Emporia; Jean Strang, WRAD Radford.

The WDBJ Roanoke cup for best protection of AP on news was awarded to Bill Holland, of WLSD Big Stone Gap, for his work on the case of repatriated Cpl. Dickenson. Runnersup included Joe Moffat, WSLS Roanoke; Joe Crockett, WBOB Galax; Earl Hundley, WLPM Suffolk, and Don Greene, WSVS Crewe.

Special awards follow: Josh Barry and Bill Montgomery, WNOR Norfolk, coverage of submarine dive; Joe Moffat, WSLS Roanoke, recording of a civil trial; WCYB Bristol, recording of a Republican meeting.

FOUR SDX AWARDS GO TO RADIO-TV

WHCU's Chatfield, KRNT's Gammack, CBS Radio and WHAS-TV are cited by the journalism fraternity for distinguished service.

TWO RADIO newsmen, a radio network and a tv station received honors last Tuesday when the 22d annual Sigma Delta Chi Awards for distinguished service in journalism were presented at the Waldorf-Astoria hotel in New York.

Charles J. Chatfield, WHCU Ithaca, N. Y., received the SDX award for radio newswriting; Gordon Gammack, KRNT Des Moines, Iowa, for radio reporting; CBS Radio Network, for public service in radio journalism, and WHAS-TV Louisville, Ky., for public service in television journalism.

Mr. Chatfield was honored for making a general contribution to his community in a regular broadcast *Letter to the Editor*, which discusses controversial local matters.

Mr. Gammack received the award for his recorded interviews with Iowa P.O.W.'s freed at Freedom Village, Korea.

First to a Network

CBS Radio's *Dead Stop*, hour-long monthly program dealing with traffic safety, was cited for its effectiveness and universal appeal in alerting listeners to the dangers and precautions of traffic hazards. This is the first time that the award for public service in radio journalism has gone to a network.

WHAS-TV telecast of a cancer operation won the public service award for tv journalism.

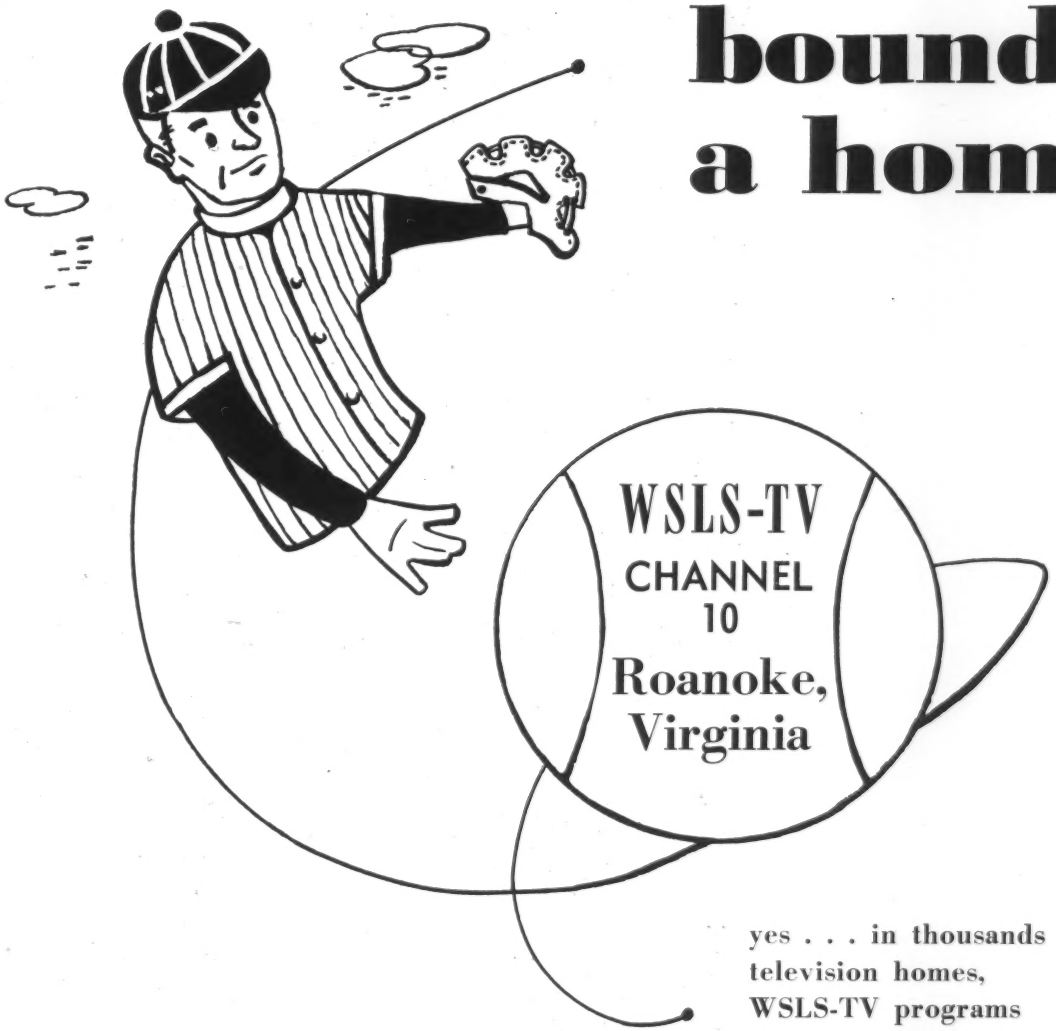
Other SDX awards:

Carl T. Rowan, *The Minneapolis Tribune*, for general reporting; John N. Reddin, *The Milwaukee Journal*, for editorial writing; Richard L. Wilson, *Des Moines Register* and *Tribune* and the *Minneapolis Star* and *Tribune*, for Washington correspondence; Alexander Campbell, *Time* magazine, for foreign correspondence; Bill Wilson, *The Atlanta Journal* and *Constitution*, for news picture; John Fischetti, NEA Service Inc., for editorial cartooning; *The Chicago Daily News* and *The Houston Post*, for public service in newspaper journalism (dual awards); James P. O'Donnell, *The Saturday Evening Post*, for magazine reporting; *Look* magazine, for public service in magazine jour-

Mirror Without Curves

IN ACCEPTING a special Peabody Award, his fourth, Edward R. Murrow, CBS commentator, said in part:

"I believe that radio and television should be a mirror without curves, held with as steady a hand as is humanly possible, behind individuals, institutions, actions and proposals that may be of interest to the citizens of this republic. If what the mirror reflects lifts the heart, or causes it to bleed—induces pride of country, or dismay and disgust, that is not the responsibility of the individual or organization which holds the mirror. The important thing is that there should be no curves, that the angle must be fair, and the area and issues reflected as completely, as comprehensively, as possible."



bound for a homer!

yes . . . in thousands of television homes, WSLS-TV programs score the most . . . . . .

viewers preference
WSLS-TV in Roanoke 96%*
WSLS-TV in Lynchburg 86%*
WSLS-TV in Danville 61%*

a tri-city metropolitan market of 356,200 population, the center of WSLS-TV's coverage area of 63 counties where 2,312,240 people live.

*Source: American Research Bureau, Inc.

Height and Power make the difference! 1973 feet above average terrain with 296,000 watts.

Shenandoah Life Stations, Inc.

WSLS am-fm-tv

Roanoke, Virginia

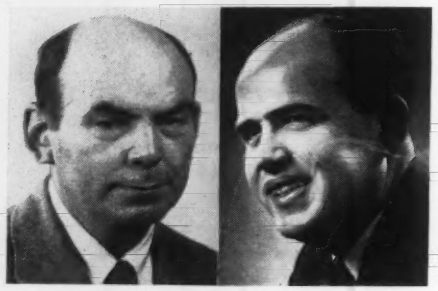
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

nalism; Harold L. Cross, Skowhegan, Me., for research about journalism. (Dr. Cross received the award for his book, "The People's Right to Know.")

Citations for radio-tv awards:

For consistently distinguished and powerful radio newswriting, the Sigma Delta Chi award is made for 1953 to Charles Chatfield of Radio Station WHCU Ithaca, New York.

Charles Chatfield is making a genuine contribution to his community in a regularly broadcast "Letter to the Editor" which discusses controversial local matters in a well-balanced, temperate fashion intended to enlighten as well as lead. His writing is clear and concise and the "Letters" leave little to be desired in objectivity and completeness. They must by their nature



MR. GAMMACK MR. CHATFIELD

be of real interest to the community served by WHCU and must by their content lead to community improvements. The editorial matter is of remarkable quality considering the difficulties under which newscasts are prepared. ...

* * *

For distinguished service in the field of radio news reporting, the Sigma Delta Chi award is made to Gordon Gammack of radio station KRNT Des Moines, Iowa.

During a time when millions of Americans were keenly interested in the exchange of prisoners in Korea, Gordon Gammack was on hand at Freedom Village to talk to the men as they crossed the line to freedom. Gammack's recorded interviews are a fine example of the type of superior news service that a broadcasting station can give its own particular listening audience. The interviews were with Iowa men, geared specifically to the interests of an Iowa listening audience. Timely, interesting, and packed with dramatic news values, the interviews were conducted with good taste and without exploiting the emotional elements involved.

* * *

For distinguished public service in the field of Radio Journalism, the Sigma Delta Chi award is made for 1953 to the Columbia Broadcasting System.

Columbia Broadcasting System's "Dead Stop," one of its hour-long monthly feature series radio projects, dealt realistically and effectively with the current problem of traffic safety. It had universal appeal, affecting all listeners, whether drivers or pedestrians, and alerting them to both the dangers and the precautions of traffic hazards through realistic on-the-spot reporting and dramatic presentation.

* * *

For distinguished public service in television journalism, the Sigma Delta Chi award for 1953 is made to Station WHAS-TV of Louisville, Ky.

Venturing into a field where public enlightenment is becoming increasingly vital day by day, Station WHAS-TV gave to its viewers dramatic and living proof that cancer can strike anywhere and that it also can be checked.

With only the idea for the necessity of such a program it was developed by Station WHAS-TV through intensive research and co-operation with medical authorities to the point where it became possible to show its audience the complete story of the discovery and operative removal of a cancerous lung.

The impact of the program was made even greater by not only timing it with the start of the Cancer Fund drive, but by bringing back into its studio for another tv presentation a few weeks later the patient, back on his feet and once again at work on his job.

LEE NICHOLS
Country Music Man
"Sagebrush Serenade"
"Western Requestin"
"Lee Nichols Show"
THE MART STORES
"For the first time we had volume sales that could directly be attributed to our advertising."
DOUGLAS OPTICAL
"We attribute a good share of our traffic to the terrific impact of our KWBB spot announcements."
Rep. by
George W. Clark, Inc.
KWBB
WICHITA'S RADIO ACTIVE STATION
1410 KC • 1000 WATTS

'Tv Guide' Names Three For Gold Medal Awards

THREE network television programs were named to receive *Tv Guide* magazine's Gold Medal Awards for 1953-54, the publication has announced. They are *See It Now* (CBS), news, and news feature program; *United States Steel Hour* (ABC), dramatic presentation, and *Cavalcade of Sports* (NBC), sports series.

The shows were selected by *Tv Guide's* editorial staff for their "outstanding achievement, initiative and enterprise, and their major contributions to the industry."

Tv Guide named 11 other tv programs as runners-up: *Adventure* (CBS), *Comedy Hour* (NBC), *Dragnet* (NBC), *Arthur Godfrey & His Friends* (CBS), *I Love Lucy* (CBS), *Life Is Worth Living* (DTN), *Make Room for Daddy* (ABC), *Omnibus* (CBS), *Toast of the Town* (CBS), *Today* (NBC) and *Your Show of Shows (NBC).*

NAAN Award to WMT-AM-TV For Advertising Campaign

WMT-AM-TV Cedar Rapids, Iowa, have received the Premier Award for a Service Advertising Campaign in Non-Merchandising Business Publications at the 23d Annual Conference of the National Advertising Agency Network, it was announced last week.

The prize-winning advertisements, which were full pages in two colors, appeared in *Broadcasting-Telecasting* between Jan. 1, 1953, and Jan. 31, 1954, at regular intervals. The campaign was prepared for William Quarton, WMT-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington, D. C.

'Weekend' Wins Polk Award

NBC Radio's *Weekend* program (Sun., 4-6 p.m. EST) has been awarded the George Polk Memorial Award of Long Island U. for outstanding contribution in the field of radio journalism during 1953. Honor plaques were accepted by William R. McAndrew, manager of news and special events for NBC, and Merrill Mueller, executive producer of *Weekend.*

500-KW XEX SETS MOVE FOR JUNE

Romulo O'Farrill Sr. says the half-megawatt XEX Mexico City and its affiliated XEQ Mexico City will reach 70% of that country's population when the former begins operating from a location in mid-central Mexico in June.

SEVEN out of 10 Mexicans will be within reach of two Mexican radio stations sometime this June, when 500-kw XEX Mexico City (on 730 kc) begins operating from

MEXICO

Leon, Guanajuato, in mid-Central Mexico, Romulo O'Farrill Sr., industrialist, publisher and broadcaster, told B•T last week.

Mr. O'Farrill, in Washington to preside over the second session of the Interim Committee for the Pan American Highway Congresses, said that the move followed by about a year the merger of his XEX with Emilio Ascarraga's 150-kw XEQ (on 940 kc), both in Mexico City. Mr. Ascarraga is a broadcaster, theatre owner and film producer.

XEX will be fed by XEQ, which remains in Mexico City, Mr. O'Farrill said. Telephone lines and microwave relays will be used.

Although there has been talk that the merger might encompass their respective tv stations, that presumably is not contemplated at the present time. Mr. O'Farrill said he bought the YMCA Building in Mexico City and was having it put into shape as studios for his XHTV on ch. 4 there. The new studios will be ready in about a year, Mr. O'Farrill said, and the entire project will cost $1 million.

XHTV made a small profit in 1953, Mr. O'Farrill said.

Four Other Outlets Planned

Four more O'Farrill tv stations will go into operation this year, according to Mr. O'Farrill. At a cost of $1.5 million, tv operations will begin in Mexicali, Monterrey, Guadalajara and Guanajuato. In 1955, three more tv stations are due to begin operating, he said; in Paso de Cortes, Vera Cruz and Juarez.

Aside from XHTV, Mr. O'Farrill is half owner of XELD-TV in Matamoros, Tams., across the Rio Grande from Brownsville, Tex. Mr. Ascarraga owns the other 50%.

Television has not injured radio broadcasting in Mexico yet, Mr. O'Farrill said. There are so few tv stations outside of Mexico City, he pointed out, that Mexican radio is still the dominant broadcasting medium.

Even in Mexico City, he said, there are still not enough tv receivers to make a dent in radio listening. He said there were about 85,000 tv receivers in the Mexican capital, and until there were about 200,000 he did not think radio listening would be adversely affected.

Even then, he added, tv would only have an impact on evening radio hours. And, he said, he was not sure that would be too significant.

Nor does the publisher of the *Mexico City Novedades* (Spanish) and *News* (English) believe that tv will have any substantial impact on newspaper readership or advertising. Mr. O'Farrill said that his ownership of newspapers, radio and tv permitted him to offer an attractive package to advertisers through joint use at joint rates.

All you need to shell out

When you buy radio to *move goods right now* (and not just make friends for the future), do what some of today's smartest advertisers do: Get the most for the least —buy *spot radio, on key stations.* The cost, in comparison with *any other* advertising is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

Freeman Leaves CARTB; Successor Being Sought

PAT FREEMAN, sales and research director of the Canadian Assn. of Radio & Television Broadcasters, has tendered his resignation after seven years service to that organization. Mr. Freeman did not reveal his future plans. CARTB has not as yet named a successor. The association sent an official proclamation to all stations, expressing regret at Mr. Freeman's resignation and thanking him for his contribution towards the advancement of the Canadian radio-television industry.

MR. FREEMAN

Dunton Cites Canada's Need For Its Own Programming

TELEVISION, as being developed in Canada at present, is unique in the world in that a publicly owned organization, with commercial assistance, is combining with private stations to form a network, A. Davidson Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corp., told the Canadian Club of Hamilton, Ont., April 8.

CANADA

He added that tv programs which distribute the ideas and beliefs of Canadians throughout the country are necessary if Canada is to grow as an individual nation. "What Canada is like as a nation 30 or 40 years from now will depend a great deal on what is shown on television screens before then," he said.

Mr. Dunton warned of the dangers of showing too many programs which originate in the U. S., even though he admitted it is "infinitely cheaper" to utilize available shows than produce a Canadian product.

Due to the vast distances between major population areas and the existence of both French and English speaking audiences, he declared, Canada is one of the most unfavored nations in the world for the production of television.

Canadian Newsman Hits Threat to Press Freedom

THE IMPORTANCE of freedom of the press and radio in a democratic country is emphasized by Patrick Nicholson, member of the Parliamentary Press Gallery in Ottawa.

In a radio address delivered over privately-owned stations in Canada, Mr. Nicholson said, "Only through newspapers and radio can the public learn how they are being governed, how their very substantial tax payments are being spent, how their elected representatives are carrying out their duties on their behalf."

CANADA

He also claimed the Canadian Broadcasting Corp., which operates government-owned broadcasting stations, holds control of privately operated stations there.

"There are, of course, many independent radio stations which are not owned and operated by the CBC, although by a monstrously undemocratic and unfair piece of legislation they are subject to the general control of CBC. Thus, in spite of our lip service to free enterprise in Canada, our free enterprise radio stations are ultimately under the control of the government and operating only with its approval," Mr. Nicholson said.

235 In Attendance At BMI Program Clinic

WITH 235 present at the Royal Connaught Hotel in Hamilton, Ont., the Central Canada Broadcasters Assn. April 12 presented the 12th Canadian BMI Program Clinic.

CANADA

W. H. Stovin, manager of CJBQ Belleville, Ont., president of CCBA, and Harold Moon, assistant general manager of BMI Canada Ltd., Toronto, were joint chairmen.

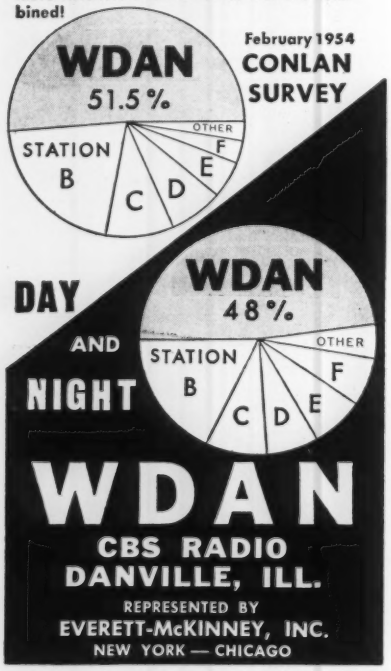
Particularly singled out for his tremendous organizational work in connection with the all-day affair was Thomas E. Darling, manager, CHML Hamilton, which, with CKOC Hamilton, acted as hosts.

Delegates heard reports of a survey on late night listening in the Toronto area presented by T. W. Kober, research director of Vickers & Benson Adv., Toronto agency.

Other clinic speakers included Lyman Potts, assistant manager, CKOC Hamilton; Joseph B. Kirby, general manager of WKRS Waukegan, Ill.; Arch L. Madsen, general manager of KOVO Provo, Utah; Carl Haverlin, president of BMI, New York; and J. Frank Jarman, vice president and general manager of WDNC Durham, N. C.

. . . the Story Remains the Same in Danville

WDAN is a MUST buy if you want coverage in East Central Illinois' and Western Indiana's rich market. WDAN gives you more listeners than all other stations combined!



WDAN
CBS RADIO
DANVILLE, ILL.
REPRESENTED BY
EVERETT-McKINNEY, INC.
NEW YORK — CHICAGO

New Jersey Schools Drop Educ. Tv Test

NEW JERSEY Dept. of Education announced last week that it is terminating its two-year experiment in educational television because its appropriation request had been rejected.

Comr. of Education Frederick M. Raubinger ordered his department last Tuesday to cease all television activities immediately. The department had operated closed-circuit station WLTV (TV), west of New Brunswick, beaming programs by microwave transmission to classrooms in near-by communities.

The order came after both Gov. Robert B. Meyner and the joint appropriations committee of the legislature earlier this year had refused to allot state funds for the construction of a 1 kw station. Gov Meyner was quoted as saying that "a 20-inch screen should never be allowed to come between teachers and pupils during school hours."

Comr. Raubinger said that a $100,000 appropriation from the Ford Foundation's Fund for Adult Education, earmarked for erection of the proposed station, will be returned. He said that smaller donations will be disposed of in a like manner. Similarly, some $150,000 of equipment lent to the state for its experimental project will be returned to the owners.

Applications Being Taken For WAAM (TV) Fellowship

WAAM (TV) Baltimore's third annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants, university officials have announced.

The fellowship carries a stipend of $4,500 to $6,000, depending on family responsibilities, so a "mature person, active in television, may be free from professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work."

Applications, which must be filed by May 15, may be secured from Chairman, WAAM Fellowship Committee, Johns Hopkins U., Baltimore.

SPEAKERS at the opening general session of Ohio State U.'s Institute for Education by Radio-Tv, Columbus, were Hyman H. Goldin (l), chief economist for FCC, and Carl E. George (r), WGAR Cleveland general manager, shown with I. Keith Tyler, the institute's director.

WDAY-TV

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NOW ON

FULL POWER

(UP FROM 13,000 TO 65,000 WATTS)

AND CARRYING PRACTICALLY ALL TOP-RATED PROGRAMS FROM ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

WOR-TV ASKS TO TEST PHONEVISION

Station petitions FCC for authorization to go ahead with experimental broadcasts of Zenith's 'pay as you see' tv system. Transmission would begin May 31.

WOR-TV New York petitioned the FCC last Friday for authorization to conduct experimental broadcasts of the Phonevision system of subscription or "pay as you see" tv, it was jointly announced by the General Teleradio station and Zenith Radio Corp.

If permission is granted, Zenith will install Phonevision equipment, and experimental transmission will start May 31 on the New York station, according to Gordon Gray, general manager of WOR-TV.

There will be no general public demonstrations.

Purpose of the experiments, according to Dr. Alexander Ellett, Zenith vice president for research, is to finally determine operating characteristics from a high-powered transmitter in metropolitan New York, where Phonevision-equipped receivers will be distributed in different locations. Tests will be continued indefinitely, with WOR-TV and Zenith employes controlling and operating the sets.

Dr. Ellett said that if the FCC grants the necessary authorization, "pay as you see" tv will be operated in New York without telephone lines, the original and only Zenith method, and the decoding signal will be carried out over the air rather than by wire to the receiver. Each receiver will have an air code translator, the use of which is contemplated in commercial operation, if and when approved by the FCC, in conjunction with a coin box or information cards supplied to subscribers.

Any video set that can pick up WOR-TV's regular program fare will be able to receive the experimental broadcasts. But the picture will be unintelligible except on test receivers equipped with Zenith's decoding equipment.

"We have now reached the point where it has become necessary to also determine the operating characteristics of our Phonevision equipment on a high-powered transmitter in the New York area," Dr. Ellett said, noting a series of Phonevision field tests had been made in Chicago with moderate power transmitters.

Program material will comprise tests patterns, a variety of motion picture films (the nature and age unrevealed) and occasional live pickups, according to Mr. Gray.

Zenith stated that any authorization should not be construed as Commission approval of Phonevision for commercial operation. It joined with WOR-TV in stressing the broadcasts would be experimental.

Over a period of years WOR-TV has cooperated with Skiatron Electronics & Television Corp. in tests of Skiatron's Subscriber-Vision, rights to which were recently acquired by Matthew Fox, board chairman of Motion Pictures for Television [B•T, April 12, March 29].

ATOP Wichita's Hotel Lassen, where KTVH (TV) Hutchinson expects by July to microwave programs (by use of microwave equipment on top of the hotel) from its new Wichita studios to the KTVH tower 36 air miles away at Hutchinson, the station's general manager, Howard O. Peterson, attempts to catch sight of beacon lights on the Hutchinson tower.

WTOP Inc. Splits Radio, Tv Operations

A PLAN setting up a pool of announcers and talent is the main feature in the scheduled reorganization of WTOP-AM-FM-TV Washington next Sunady under which the CBS outlets will separate radio and television operations, John S. Hayes, WTOP Inc. president, said last week.

Mr. Hayes said four operating divisions of WTOP Inc. will be created, three to be headed by vice presidents and the fourth by a director, all operating under the WTOP Inc. president.

The divisions: WTOP Television, to be headed by George Hartford, who will hold the title, vice president for television; WTOP Radio, under Lloyd Dennis, vice president for radio; WTOP Engineering Division, under Clyde M. Hunt, vice president for engineering; WTOP General Services Division, under Laurence E. Richardson, director of general services. Further organizational breakdown will be released this week, Mr. Hayes said.

Under the new setup, WTOP-AM-FM and WTOP-TV will rent all electronic equipment from the engineering division. The general services division will be "housekeeper" and will rent building space, besides maintaining the announcer and talent pool for hire to the radio or tv divisions, Mr. Hayes said.

Excluded From Pool

Publicity people, salesmen, program directors and others will not be included in the pool, but will be in separate departments in the radio and tv divisions.

Mr. Hayes said he feels every combined radio-tv operation must meet the problem of integration or separation, adding that he thinks WTOP Inc. has solved under its new plan the problems of economy and efficiency.

He said:

"In setting up our radio and television stations as separate organizations, each is given the opportunity to concentrate on and develop its particular advantages in a free competitive economy."

Mr. Hayes said no additions of personnel are planned in effecting the reorganization.

Under the present setup WTOP radio and television operations are combined under top management executives, with Mr. Hartford vice president in charge of sales, Mr. Dennis vice president in charge of the program department, Mr. Hunt vice president in charge of engineering and operations and Mr. Richardson executive assistant to Mr. Hayes.

HERBUVEAUX HEADS WMAQ, WNBQ (TV)

25-year NBC veteran becomes general manager of the network's Chicago stations.

APPOINTMENT of Jules Herbuveaux as general manager of NBC's WMAQ and WMAQ (TV) Chicago, succeeding the late Harry C. Kopf, was announced last Wednesday by Charles R. Denny, vice president in charge of the network's o&o stations division.

MR. HERBUVEAUX

Mr. Herbuveaux, assistant general manager of the stations, assumes his new managerial duties immediately. Mr. Kopf died last month [B•T, April 5].

In announcing the appointment, Mr. Denny noted that Mr. Herbuveaux was instrumental in the establishment and growth of WNBQ, the NBC outlet, which has pioneered in local live programming and in sound broadcasting locally.

"Mr. Herbuveaux' qualifications for the position of general manager . . . are outstanding," Mr. Denny stated. "He has an intimate knowledge of the station's operations. He is a prominent member of Chicago's advertising, show business and civic circles, and he is a pioneer broadcaster with 25 years service with NBC."

Mr. Herbuveaux also has been credited with development of talent in Chicago, particularly that utilized on NBC network originations out of that city. He was cited last year by Chicago Unlimited and the Chicago Television Council for his achievements.

A musical director early in his career, the new NBC Chicago general manager started on KYW (then in Chicago) with his own orchestra. Later, he arranged and conducted the first musical show for NBC there, formally joining NBC as music director in 1931.

After various creative and administrative posts with NBC, Mr. Herbuveaux was appointed program manager of WMAQ in 1939 and ten years later, with the advent of television and WNBQ, named manager of tv for NBC Central Div. In January 1953 he was promoted to assistant general manager for both WMAQ and WNBQ.

WNBK (TV) Goes to Ch. 3, Using New Parma Plant

WNBK (TV) Cleveland expects to improve its picture strength up to 15 times when it moves from ch. 4 to 3 next Sunday and begins transmitting from its new million-dollar transmitter and 905-foot tower at Parma, Ohio, Lloyd E. Yoder, general manager of the NBC o&o outlet, said last week.

The new 905-foot tower is said to be the tallest structure in the area, and will extend the station's present fringe area an additional 10 to 20 miles, Mr. Yoder said. WNBK will

Bring local scenes to your TV screens

CINE-KODAK SPECIAL II CAMERA, 16mm.

Ideal for news...advertising...special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene *films* of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials *on film.*

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip *your* station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: 4-82

☐ Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors

☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst Projector

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ STATE_____

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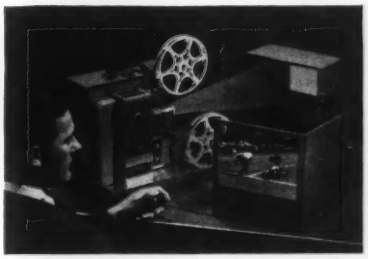
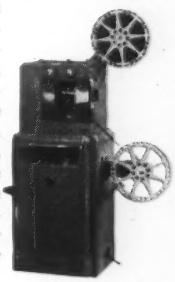
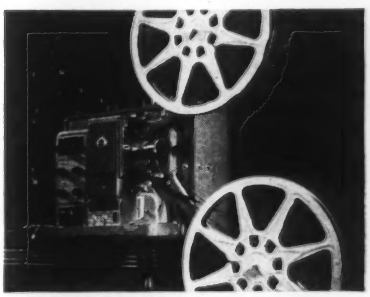
For all your TV movie-equipment needs



ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.





FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $375.

Prices subject to change without notice.

Kodak

telecast with the maximum 100 kw authorized by FCC.

The new transmitting plant will enable viewers within a 60-mile radius to receive top quality pictures, Mr. Yoder said, adding that the station's former "figure 8" transmitting pattern now will be circular, enabling viewers to the east and west to receive the same quality picture as those to the north and south. WNBK's previous directional pattern was required because of interference with other nearby tv stations on ch. 4, Mr. Yoder said.

The present ch. 4 WNBK transmitter is at Brecksville.

WSLA (TV) PLANS 1,800-FOOT TOWER

AN 1,800-ft. television tower, reported as the world's tallest, is planned for WSLA (TV) Selma, Ala., William B. Benns Jr., consulting engineer and 40% owner of the station, announced last week.

WSLA, owned by the Deep South Broadcasting Co. (WBAM Montgomery, Ala.), has a construction permit for ch. 8 with a tower 300 ft. above average terrain and 2.69 kw effective radiated power at a site on the outskirts of Selma. This was granted last month.

Application to modify that permit, to be filed this week according to Mr. Benns, will ask for removal of the transmitter site to Lowndesboro, Ala., about 25 miles from Selma and 20 miles from Montgomery. Also to be requested will be maximum 316 kw power, which, with the taller tower, will increase the grade B coverage from 23 miles to 80 miles, Mr. Benns said.

Surmounting the 1,800-ft. tower will be a 73-ft. tv antenna, making overall height above ground 1,873 ft. The guyed tower will be fabricated by Sherwin-Moore Steel Co. (Vulcan towers) in Birmingham, Mr. Benns said, and will cost almost $500,000. An option to lease 300 acres of land at the site, to accommodate the guy anchors, has been acquired, Mr. Benns reported. Height above average terrain will be 2,000 ft.

WBAM Montgomery is also 40% owned by W. J. Brennan, who is station manager.

Request for regional airspace subcommittee approval was submitted last week, Mr. Benns said.

At Oklahoma City, KWTV (TV) has begun construction of a 1,572-ft. antenna tower, and in Dallas KRLD-TV and WFAA-TV have received approval to build a 1,521-ft. tower to be used as a platform for individual antennas. The Empire State Bldg., which houses New York's seven tv antennas is 1,465 ft. above ground. These are the tallest tv structures so far in existence.

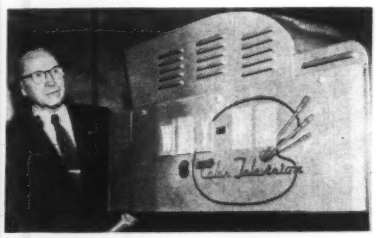
WBTV (TV) Color Tests Set for Late This Month

WBTV (TV) Charlotte, N. C., plans to begin color tests by the end of this month, Charles H. Crutchfield, executive vice president and general manager, has announced. He told the Charlotte Radio & Appliance Distributors Assn. that 95% of the special color equipment to transmit a color test pattern and to relay color network programs had arrived and was being installed. Installation at WBTV's Spencer Mt. facilities is under the supervision of Chief Engineer M. J. Minor.

Stressing the compatibility of color tv, Thomas E. Howard, director of engineering for the station, said that color tv will come in three stages—network rebroadcasting, color slides and film, and finally live studio originations.

Leading the Color-Blind

AFTER several weeks of testing its new color tv equipment, WKY-TV Oklahoma City was putting on its first color broadcast (of NBC-TV's *Paul Winchell Show*). Several prominent guests had been invited to view the program on color receivers in tv dealer booths at a Home Builders' show in the Municipal Auditorium. Midway through the program, Jim Reed, staff reporter for the *Oklahoman* assigned to cover the event, leaned over to a WKY-TV official and asked, "Would you call that a really good color picture?" The official, his feelings ruffled because he thought the reception was "magnificent" after his weeks of hard work, replied with an emphatic affirmative and asked if the reporter didn't think so. "I don't know," was the reply, "and I can't understand how I ever caught this assignment . . . I'm so color blind my wife has to match my socks and ties before I can dress for work each day." Mr. Reed's story was filed, adds the station, only after color details had been described for him by more fortunate viewers.

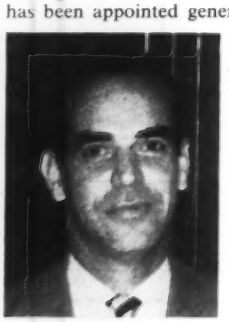


WKY-TV Oklahoma City owner E. K. Gaylord takes his turn manning a color tv camera at a five-minute dedicatory program April 8 officially launching the station's local studio color telecasting operations.

WKY-TV plans to begin regular colorcasts of both network and live studio shows by May 1, P. A. Sugg, general manager, reported. The station has been transmitting a daily color test pattern a half-hour before sign-on, since April 1.

Dabadie Will Assume WBRZ (TV) Post in Fall

J. ROY DABADIE, vice president and general manager of WJBO-WBRL (FM) Baton Rouge, has been appointed general manager of WBRZ (TV) Baton Rouge, which expects to begin operation on ch. 2 Sept. 1.



MR. DABADIE

The announcement was made by Douglas L. Manship, president of Louisiana Television Broadcasting Corp., licensee of the new tv outlet, and president of Baton Rouge Broadcasting Co., licensee of WJBO-WBRL and 99.4% stockholder in the WBRZ licensee.

Succeeding Mr. Dabadie as WJBO and WBRL general manager will be Charles Garvey, former sales manager of the radio outlets, Mr. Manship said. Mr. Dabadie will remain at the radio stations to help Mr. Garvey in taking over management before devoting full time to the television outlet, Mr. Manship declared.

John Wooldridge succeeds Mr. Garvey as sales manager of WJBO and WBRL, Mr. Manship said.

New Outlets to Start In San Juan, Honolulu

First vhf for Little Rock, KARK-TV began regular programming April 15.

TWO stations were scheduled to begin regular programming this past weekend: in San Juan, P. R., the city's second tv outlet, and Honolulu, that city's third.

KULA-TV Honolulu (ch. 4), has been on test patterns since April 2 and was to begin commercial operations last Friday, Jack Burnett, general manager, reported. Station is affiliated with ABC and represented by Headley-Reed Tv Inc.

WAPA-TV San Juan (ch. 4), was reported ready to start regular programming yesterday (Sunday), affiliated with ABC, NBC and DuMont, and represented by Caribbean Networks.

Little Rock, Ark., got its first vhf but second video outlet last week as KARK-TV (ch. 4) began regular programming April 15, T. K. Barton, vice president and general manager, announced. Station will be an NBC and DuMont affiliate, represented by Edward Petry Co.

Test Patterns

WHO-TV Des Moines, Iowa (ch. 13), started regular test pattern transmission last Thursday, and "barring unforseen difficulties" will begin commercial programming April 25, Col. B. J. Palmer, president, said.

Tentative starting date of May 15 has been set by WKNY-TV Kingston, N. Y. (ch. 66). In addition to network programming, the station has signed popular local radio talent for regular tv shows.

WCNY-TV Carthage (Watertown), N. Y. (ch. 7), reported it expects to begin regular programming sometime this summer, affiliated with CBS and ABC.

KLIX-TV Twin Falls, Idaho (ch. 11), has set a tentative starting date of Aug. 1, Frank C. McIntyre, vice president and general manager, reported. Station will be represented by George P. Hollingbery Co. and affiliated with ABC.

E. J. Schneider, president of Seattle Construction Co., permittee for ch. 20 at Seattle, reported last week that target date and other plans have not been definitely set. Mr. Schneider said that plans are being carried out very cautiously to avoid unwise decisions.

The Uhf Story

"We have followed the uhf story quite closely . . . . In our opinion, a smartly planned campaign for the sale of low cost converters to the public, and proper programming will be the determining factors in the success of this venture," he said.

Bill Bevens, executive vice president, Air-Pix Corp., permittee for ch. 48 at Gastonia, N. C., said last week the station plans to be on the air by the summer. Coit M. Robinson is president.

Peninsula Tv Inc., grantee of ch. 6 at Marquette, Mich., expects to begin regular op-

OAK HILL IS SECOND IN WEST VIRGINIA!

OAK HILL'S WOAY—WITH 10,000 WATTS —IS THE STATE'S SECOND MOST POWERFUL STATION!

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	% *	NCS Circ.	% *	NCS Circ.	% *
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	7,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

—% of Radio Homes in Area

Pardon us for yelling at you, but we *do* want to point out that Oak Hill is the home of 10,000-watt WOAY—*West Virginia's second most powerful station!*

Nielsen credits WOAY with a 21-county audience of 102,200 daytime families—yours for a quarter-hour at a cost of *less than 22c per-thousand-homes!* (26-time rate)

If that's your idea of a good radio buy, we'd certainly like to discuss availabilities with you. Just address Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM
20,000 Watts FM

erations in October, Jerome Sill, general manager, announced. Other plans have not been set.

The following stations have reported they plan to begin regular programming by May 30:

WSML-TV Decatur, Ala. (ch. 23); KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WTHT (TV) Wilmington, N. C. (ch 3); KVAL-TV Eugene Ore. (ch. 13); WSEE (TV) Erie, Pa (ch. 35); WCMB-TV Harrisburg, Pa. (ch. 27); WDEF-TV Chattanooga, Tenn. (ch. 12); WHA-TV Madison, Wis. (ch. 21), educational.

(For details see TELESTATUS, page 121.)

Radio Warns Flint Of Approaching Storm

CITIZENS of Flint, Mich., who were served by radio during a disastrous tornado in that area last summer [B•T, June 15, 1953], were warned by their city manager to listen to their radios "for the fastest and most reliable information" after a second, but much less harmful, tornado struck near the city April 7.

WFDF Flint, which aired U. S. Weather Bureau warnings before the April 7 tornado, continued broadcasting without interruption during the storm and broadcast descriptions afterward of the extent of damages. City Manager Harold C. Chirgwin issued the warning after municipal and civil defense services were flooded with telephone calls from a population still nervous over last year's tornado, which killed 116 persons and injured 900.

WFDF reported the April tornado hit just outside Flint and a "severe storm raked the city itself, causing almost a million dollars damage and injuring two persons." The WFDF disaster procedure went into effect at noon, when first warnings were received, and lasted through the storm, which hit at 8 p.m., and to midnight, when damages were recounted.

WCAN-TV Sets New Rates

RATE CARD No. 3, effective May 1, has been announced for WCAN-TV Milwaukee by Lou Poller, general and sales manager of the uhf ch. 25 outlet. The schedule calls for one-hour rates of $500 in Class A ($100 increase), $375 in Class B, $300 in Class C and $200 in Class D. Rates for Class A run $300 for a half hour, $200 for 15 minutes, $150 for 10 minutes, $125 for five minutes, $85 for both one-minute and 20 seconds, and $40 for IDs. Class A time is from 6 to 11 p.m. Mon.-Sat. and 5 to 11 p.m. on Sundays.

SALES CLINIC brings together key CBS Radio Spot Sales executives in Chicago for inspection of local talent and programs of the network's o&o WBBM [AT DEADLINE, April 12]. L to r: (front row) Ralph Patt, Detroit manager, and Gordon Hayes, Chicago manager, CBS Radio Spot Sales; H. Leslie Atlass, vice president of CBS Central Division and general manager of WBBM-AM-TV; Ernie Shomo, stations' assistant general manager; Charles Allison, eastern sales manager, CBS Radio Spot Sales; (back row) George Hurst, Los Angeles manager; William Miller, WBBM sales manager; Henry Flynn, Spot Sales general sales manager; Wendell Campbell, vice president in charge of station administration, and Jack Donahue, San Francisco manager. Mr. Atlass played host at a luncheon and inspection of programs in Chicago's Wrigley Bldg.

KNPT Hands Hard at Work To Repair Fire Damage

FIRE April 13 completely gutted the transmitter-studio building of KNPT Newport, Ore., causing damage in excess of $20,000. Major part of the loss was covered by insurance, according to Manager Tom Becker.

Personnel are working day and night to put the 1310 kc, 1 kw independent back on the air. Record distributors are contributing discs to replace the 5,000 records lost in the blaze. Equipment and offers of technical assistance have been received from other Oregon stations including KWRO Coquille, KWIL Albany, KOOS Coos Bay, KGW Portland and KORE Eugene.

Zenith Appoints Bubeck

APPOINTMENT of Harry Bubeck, radio-tv industry veteran, as director of television program planning for Zenith Radio Corp. was announced last Wednesday by Comdr. Eugene F. McDonald Jr., Zenith president.

Mr. Bubeck has been placed in charge of program planning for proposed operation of ch. 2 in Chicago, on which the FCC has scheduled competitive hearings for May 7.

Mr. Bubeck was appointed program manager for NBC Western Division in 1951 and also served as NBC's West Coast public affairs director.

Employes Defend Lamb

EMPLOYES of Edward Lamb's *Erie* (Pa.) *Dispatch*, numbering 182, paid for and listed their names on a full-page ad in that newspaper April 8 in which they defended the broadcaster and publisher against charges of association with Communist Party members. Among statements in the ad: "We have seen him oppose Communism and Fascism at all times. We feel that charges filed against him are the work of vicious political and business rivals." Mr. Lamb has been notified by the FCC that a hearing is indicated on the license renewal bid of his WICU (TV) Erie. Mr. Lamb has denied the charges in detailed reply filed by former U. S. Attorney General J. Howard McGrath [AT DEADLINE, April 12]. *Dispatch* reprinted Mr. Lamb's reply April 13.

KBIF-KBID-TV Changes

CONSOLIDATION of John Poole Broadcasting Co. radio and tv operation in Fresno, Calif., was announced last week, with George Nickson, KBIF general manager, assuming a similar position with KBIF-KBID-TV. In other personnel changes, Robert Wesson, KBID-TV general manager, has resigned, and Gene Grant, KBID-TV sales manager, becomes sales director for both stations, with Ray Grant, KBIF account executive, promoted to sales manager, that station.

KSWM-TV Names VR&M

KSWM-TV Joplin, Missouri, owned and operated by Air Time Inc., has appointed Venard, Rintoul and McConnell, New York, as its national station representative, effective immediately, Austin A. Harrison, president and general manager, announced last week. The station was granted by FCC in December and will be affiliated with CBS-TV. Target date for start of operations is Aug. 15.

THIS architect's drawing shows the planned radio-tv center of WSBT-AM-TV South Bend, Ind. Expanded television operation prompted the decision to erect a new building, *The South Bend Tribune*, licensee, reported last week. WSBT-TV operates on ch. 34 and, according to the station, was the first uhf station to go on the air with a studio program, Dec. 21, 1952. Construction of the building is due to begin in September, with occupancy set for a year later.

Remember?

. . . this scene from the first television drama ever produced, "The Queen's Messenger", in 1928 by the General Electric Company's experimental television station? WRGB's smooth and efficient programming today is a result of this first experiment and 26 years of television experience. With this background, WRGB brings the finest service to advertisers and audience through **361,600** sets in WRGB's 14,000 square mile area.

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WBAL Guests Help Orioles Come to Roost

"ORIOLES Opening Day" in Baltimore, marking return of major league baseball to Baltimore, was observed by WBAL-AM-TV with an agency-industry promotion party. Fifty guests, mostly from New York, traveled to Baltimore in a special B&O car, had lunch at the broadcast station, saw the game and returned to New York in a special three-car unit.

Guests were given travel kits at Jersey City, along with flowers from Gov. Theodore J. McKeldin, of Maryland. Two musicians joined the group at Philadelphia. At Wilmington guests were given copies of the *Baltimore News-Post* with wraparound section carrying stories of the trip and caricatures of each guest at the train window, along with a subdued sales message.

At lunch in the WBAL-TV studios the guests saw tv photos of the train-boarding at Jersey City, stills having been sent by facsimile. Raincoats were handed out when showers appeared before the game.

Guests besides those in photo (this page) included Jack Purves, N. W. Ayer & Son; Alan Trippe, Adrian Bauer Adv. Agency; Walter Erickson, Gray & Rogers; Peter Kondras, Lewis & Gilman; Evelyn Walmsley, McKee & Albright; Jack Latham, Philip Morris Ltd.; James M. Kelly, Fletcher D. Richards Inc.; Frank Silvernail, BBDO; Paul Benson, Benton & Bowles; Herbert Gruber, Cecil & Presbrey; Newt Stammer, D'Arcy Adv. Co.; Arthur Pardall, Foote, Cone & Belding; Helen Wilbur, Grey Adv. Agency; William Smith, Lennen & Newell; Tom Swick, McCann-Erickson; C. C. Slaybaugh, Morse Intl.; John B. Crandall, Sherman & Marquette; Lester Blumenthal, Wm. H. Weintraub & Co.; Robert Hutton, Marty Nierman, Edward Petry, Hanque Ringgold and Lee Redfield, Edward Petry & Co.; Gen Schubert, Compton Adv.; Joy Adragna and Richard Malkin, J. Walter Thompson Co.; Jeanne Sullivan, Wyatt & Scheubel; Harry Egbert, Lavenson Bureau; Dick Rettig, Whitehall Pharmacal Co.; John Kucera, Biow Co.; Lyman Avery, J. Walter Thompson Co.; John Cox, Naval Athletic Assn.; Sol Taishoff, BROADCASTING • TELECASTING; Harry Bannister and Herbert Anderson, NBC.

AGENCY TIMEBUYERS and other industry figures were guests of WBAL-AM-TV Baltimore at "Orioles Opening Day" baseball promotion party Thursday. Part of group caught in pre-game rain included (l to r): Don Redding, WBAL; Chuck Wilds (partly concealed), N. W. Ayer & Son; Leslie H. Peard Jr., WBAL-AM-TV manager; Dan Kane, Ellington & Co.; Pete Kondras, Lewis & Gilman; Hal James (in background), Ellington & Co.; Fred I. Archibald, publisher, *Baltimore News-Post;* Mrs. D. L. Provost; unidentified person in rear; Arnold Wilkes, WBAL-TV; Frank Knight, Joseph Foley Co.; Ed Kabernagle, WBAL-TV; D. L. Provost, vice president and general manager, Radio-Tv Division, Hearst Corp.; Don Blauhut, Edward Kletter & Assoc.; Freeman Cardall, WBAL.

WKRC-TV Record Audience Views Cancer Operation

A LIVE telecast of a cancer operation by WKRC-TV Cincinnati last week is said to have broken all local viewing records as the station attempted to promote local understanding of the feared disease.

The telecast originated from the Cincinnati General Hospital and was fed by WKRC-TV to the other two members of the Tri-State Regional network, WHIO-TV Dayton and WTVN (TV) Columbus.

At 6:30 p.m. last Wednesday, WKRC-TV telecast preliminary preparations for the operation. At 8 p.m., the cameras switched to the operating room to show a malignant section of the patient's intestine being removed. An attending surgeon presented explanatory remarks and a station artist traced the progress of the operation on an easel.

When the cancerous section had been removed, it was rushed to WKRC-TV's downtown studios where another surgeon and a pathologist further diagnosed the growth.

The station reported that viewer response was overwhelmingly favorable. The Cincinnati area audience was estimated at 710,816, while the combined audience for the three cities was figured at two million, WKRC-TV said.

REPRESENTATIVE APPOINTMENTS

WKGN Knoxville, Tenn., names Everett-McKinney as national sales representative, effective immediately.

WGSM Huntington, N. Y., appoints The Marks-Aiken Co., 71 W. 45 St., N. Y., for national and local advertising.

WAIM-AM-TV Anderson, S. C., name Headley-Reed Co. as national representatives, effective immediately.

WOKY-TV Milwaukee appoints Gill-Perna Inc. as exclusive national representative.

WICC Boosts All Rates

WICC Bridgeport, Conn., has raised its rates around the clock on its rate card No. 17, effective April 1, claiming the largest audience concentration in its 28 years, Philip Merryman, general manager, has announced.

WICC Class A time, reflecting "the change in radio listening habits," is from 6:30 a.m. to noon, with rate $250 per hour and $25 per announcement. Class B, noon to 10:30 p.m., is $180 per hour, and Class C, 10:30 p.m. to 6:30 a.m., $125. WICC is offering 52 weeks protection for the new card.

Mass. Radio Outlets, R. I. Tv Band for Drive

A FIVE-STATION "Heart-to-Heart" network in southeastern Massachusetts, plus a television station in neighboring Rhode Island, supplied blanket area coverage for the Heart Fund appeal by the Southeastern chapter of the Massachusetts Heart Assn.

The pooled radio broadcast, followed up the next day by a quarter-hour program on WJAR-TV Providence, is credited as being largely responsible for the 25% increase in contributions over last year for the area.

The stations—WBSM and WNBH New Bedford, WPEP Taunton, WALE Fall River and WARA Attleboro—each supplied an eight-minute tape recording for the simultaneous broadcast by announcer-producer Leo McDevitt, now of WALE, from WBSM studios. WBSM relayed the show by fm to three of the stations and WNBH fed it to WALE.

A Queen of Hearts for the five-station area was chosen before the end of the show and she appeared on the WJAR-TV show with Heart Fund workers and entertainers. Mr. McDevitt, who was radio chairman for the area drive, was given a chapter award for his services. Other announcers on the one-hour show: Joe LaFreniere, WPEP; Pat Donahue, WALE; Hal Carpenter, WNBH; Dick Burgess, WBSM, and Dave Mohr, WARA.

Gene Arnold Dies in Fla.

GENE ARNOLD, 73, one of radio's first celebrities, died April 13 in a Kissimmee, Fla., hospital after suffering a stroke. Mr. Arnold started in radio in 1928 and appeared on such national network shows as the *Sinclair Minstrels, Carnation Contented Hour, Fifteen Minutes With You* and *Crazy Water Crystals* programs. He specialized in a husky style of singing and poetry. He had been in retirement since 1948.

Radio Bandleader Specht Dies

PAUL L. SPECHT, 59, orchestra leader whose band is credited with having been the first to play dance music over radio, died April 11 in New York. Mr. Specht made the historic broadcast on WWJ Detroit and later played dance music on WJZ (now WABC) New York.

A New Competitor

IMPLICATIONS of television are so far-reaching that an insurance company reports it has overhauled its sales techniques to cope with the "stiff competition" of the medium. According to a survey of its agents by the Farm Bureau Insurance Cos. of Columbus—owner of WGAR Cleveland, WTTM Trenton, WMMN Fairmont, W. Va., and WRFD Worthington, Ohio—published in *The Challenger,* agents' publication, television offers competition but "has not really hurt the agent's business . . . in fact, the agent is selling harder because of it." The bureau concluded that the agent can overcome "a great competitor," and reported he accomplishes this in one of three ways: "He can lure the prospect away from the tv set; he can just relax and watch the program, and he can ignore the program and gain the prospect's attention by either talking low or out-shouting tv."

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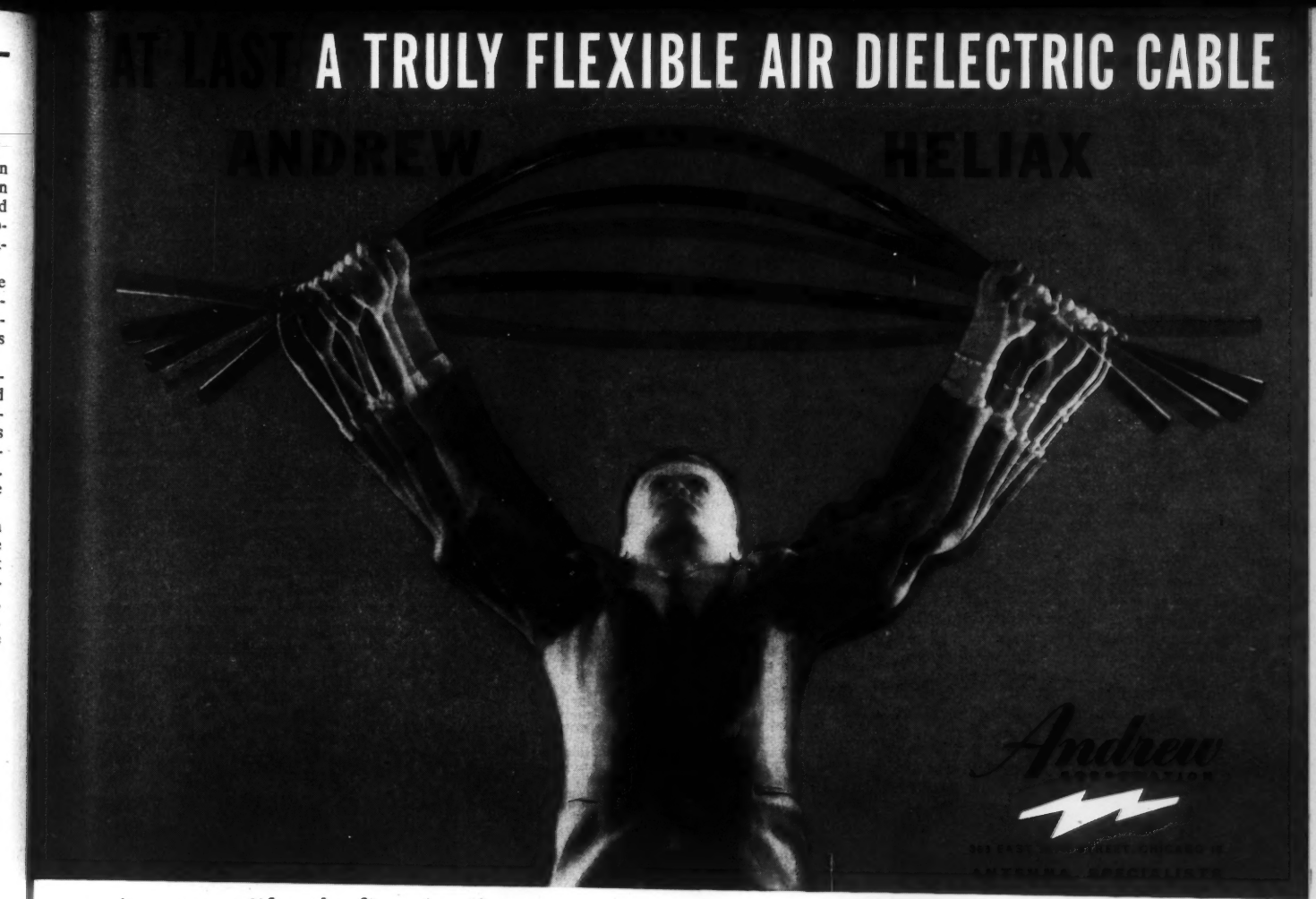

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AFM's 'Allegro' Twisted Statement Says Stanton

The CBS president says his statement that radio is 'dying' referred to nighttime radio in use of live music, not as a medium, in reply to claim by AFM Local 802 publication. The publication also reveals differences between AFM President Petrillo and Local 802 President Al Manuti.

THE STATEMENT that "radio is dying," attributed to CBS President Frank Stanton by an AFM official publication in a report on the recent AFM-networks negotiations for a new contract, was taken out of context and misrepresented his views, Dr. Stanton told B•T last week.

Dr. Stanton said he made the statement, but that it came during a session in which he was under "cross-examination" by union officials for approximately two hours and clearly was intended to apply to nighttime network radio in relation to the use of live music, not to radio as a medium.

The attribution was contained in an AFM-networks negotiations report in *Allegro*, official publication of New York Local 802, American Federation of Musicians, as follows:

"On Friday [Feb. 19], Dr. Frank Stanton, head of CBS, spoke for one hour. He said that radio is dying fast; that costs were going up, and that if films continue to invade tv, they would kill the networks. He insisted that they must have pre-recordings at live rates, if they were to survive."

DR. STANTON

Pre-recordings at live rates was one of the issues, won by the networks, in the negotiations which ended in a five-year agreement on Feb. 19. The new contract provides, among other things, for 10% increase in pay for musicians for the first three years of its term and another 10% boost for the succeeding two years; and for maintenance of quotas of staff musicians for the length of the contract (these are: NBC 90; CBS and ABC, 65 each. DuMont and Mutual, as networks, were not involved in the negotiations).

In his answer to Dr. Stanton, as reported in *Allegro*, Al Manuti, president of Local 802, contended pre-recording would mean "a loss to us of $400,000."

Allegro's lengthy report, which consisted of minutes of a special meeting of Local 802 at which President Manuti reviewed the negotiations, also revealed a number of behind-the-scenes sidelights.

These included differences between AFM President Petrillo and Local 802 President Manuti which at one point led the national head to say Mr. Manuti and Local 802 members could not remain in the Federation if they refused to go along with Mr. Petrillo and AFM's executive board. Mr. Manuti was quoted as saying then, "after further discussion," that Local 802 "as a unit of the AFM, and being subject to its orders, must democratically abide by the rule of the majority."

(In the final poll of the local unions by Mr. Petrillo, *Allegro* reported, "all voted to accept the networks contract, with the exception of New York." In his report to the Local 802 membership, the minutes also showed, Mr. Manuti still maintained "that he does not think this the best contract we could have got and remained on record as being opposed to it.")

The report showed that in the meetings with the networks, President Petrillo threatened on more than one occasion to strike.

On the live-music question, the Local 802 membership was told by Mr. Manuti of a conversation between Mr. Petrillo and an NBC vice president:

The vice president told President Petrillo that he had discussed the issue of live music with General Sarnoff, head of NBC [Brig. Gen. David Sarnoff, board chairman of RCA and NBC]. He quoted General Sarnoff as saying that regardless of his respect for amicable relations with the Federation, and the assistance the Federation had given in helping to get the broadcasting industry established, there could be no compromise on this issue.

President Petrillo told us that he believed General Sarnoff, and that if we insist on live music, a strike is inevitable.

Petrillo's Views

President Petrillo's views were further reported to the union negotiators as follows, according to the *Allegro* minutes:

He—President Petrillo—did not know what the international executive board would decide, but . . . in his personal opinion we cannot afford to lose the $27 million the men are earning from the networks. . . .

With all sincerity and from the bottom of his heart, President Petrillo said, he knows that we are getting a bad deal, but he would use all his power to prevent a strike on the single issue of live music, because it could not be won. He needed Local 802 more than any other local in the Federation, he said, but he can't permit it to destroy the Federation. The other locals are dying, and a strike would kill them altogether.

Mr. Manuti's response to the Federation chieftain, the account said, was:

That 802's position was a just one. Furthermore, he [Mr. Manuti] was not convinced that the networks mean what they say. He pointed out that Local 802 has successfully negotiated a number of contracts during the past year. None was easy, but Local 802 has not had a strike yet. However, through the threat of a strike, we obtained good contracts. . . .

Now, here we are dealing with one of the richest industries in America. It is making millions in profits, but it has not increased its men. These networks fear that if they give in on live music now, we will extend that principle when the next contract comes around. Local 802 can't accept that kind of reasoning. Therefore and for these reasons, Local 802 regretfully cannot go along with the international; in all good reason there is nothing we can do but to vote for a strike.

Local 802 maintained its opposition to the contract even after other locals agreed.

The minutes in *Allegro* also reported that Mr. Manuti told the Local 802 membership, in discussing the union-WOR New York situation (see story below), "that some members had been speculating on the possibility of withdrawing from the AFM. He pointed out that the only practical way to win a fight was to 'stay in the ring.' If we were to withdraw, we would get no support from other unions because they are members of the American Federation of Labor."

Court Studies WOR Appeal

APPELLATE division of the New York Supreme Court last Thursday took under advisement until May 1 an appeal by WOR-AM-TV New York from a court decision permitting members of Local 802, American Federation of Musicians, to picket its studios [B•T, March 15]. In a ruling March 12, New York Supreme Court Justice E. L. Hammer had denied a motion of WOR-AM-TV for an injunction against picketing. The stations and the local have been involved in a labor dispute since Feb. 28 [B•T, March 1, et seq.].

Haverlin Sums Up First BMI Clinics

Broadcasters attending the 1954 BMI clinics series are seeking new ideas and techniques for better programs, says BMI President Haverlin.

BROADCASTERS are not complacently following old established patterns of programming but are avidly seeking new ideas and novel techniques that will enable them to present more stimulating, more interesting and more entertaining program fare to their listeners, Carl Haverlin, president of Broadcast Music Inc., said last week, following the conclusion of the first 1954 series of BMI clinics.

Since the beginning of the year, 36 BMI clinics have been held throughout the U. S. and Canada and with one session in Hawaii, a 1954 innovation. At each clinic three traveling speakers—there were 12 such teams in all—joined local broadcasters in presenting addresses on the various facets of programming for today's audiences and in exchanging ideas in the open forum session concluding each clinic.

Another series of 11 clinics will be held in June, Mr. Haverlin said. Places and dates are: Winnipeg, June 7; Regina, June 9; Edmonton, June 11; Amherst, New Brunswick, and Butte, June 14; Boston and Pocatello, June 16; Salt Lake City, June 18; Colorado Springs, June 21; Huron, S. D., June 23; Indianapolis, June 25.

IN DISCUSSION at the BMI Program Clinic at Jefferson City, Mo., April 2, were (l to r) David Pasternak, promotion manager, KSD St. Louis; William F. Rippetoe, general manager, WBOW Terre Haute, Ind., and Bruce Barrington, assistant manager, KXOX St. Louis.

Mr. Haverlin, who attended 12 of the 36 clinics held so far this year, reported a wide interest in cultural programming, including programs of book reviews and literary discussions as well as those of concert music. Concrete evidence was presented, he said, of classical music programs which have developed followings larger than those for popular music shows broadcast at the same time.

The greatest value of the clinics, Mr. Haverlin said, seems to be in the exchange of program ideas, the clinics serving as a cross pollination agent to pick up ideas of proven value in one locality and distribute them to the program executives of other stations throughout the land. It was not only broadcasters from one part of the country taking their ideas to other

communities, he said, commenting that most of the speakers took away from each meeting more ideas than they brought to it, but also the analysis, criticism and development of the ideas during the forum sessions that seemed to him the major contribution made by the BMI clinic to the broadcasters and through them to the listening public.

AP REPORT SHOWS RADIO-TV GAIN

AN increase of 79 radio and tv members of Associated Press during 1953 brings the total to 1,264, AP General Manager Frank J. Starzel said in his annual report, released in advance of today's AP membership meeting in New York.

Newspaper members of AP in the U. S. increased only by eight last year, Mr. Starzel reported, bringing that total to 1,733. Largest increase came from out-of-the-country subscribers, which rose from 3,138 at the end of 1952 to 3,762 at the end of 1953. "Argentina, Italy and Japan were 1, 2, 3 in adding the largest number of radio stations to the direct broadcasting of AP news," Mr. Starzel said.

AP's revenue and expenses passed the $28 million mark last year, the report stated, $1 million more than the previous year and nearly 2½ times the total of ten years ago.

Nearly 150 newspapers and tv stations began using Wirephoto delivery service of some kind during the past year, Mr. Starzel said, noting that a desire on the part of some of the tv station subscribers to receive the service by means of facsimile had led to arrangements for equipment to be made by Muirhead Ltd. in England to AP specifications, with initial deliveries scheduled for early this year. Ten stations are already equipped for this service out of AP's 71 tv Wirephoto subscribers.

"Radio station members continued during 1953 to extend their news protection and coverage activities on behalf of AP," Mr. Starzel said. "Additionally, television stations contributed to the Newsphoto report. This participation in enlarging the general news pool is of growing importance and a valuable contribution to the association's operations."

Effective Work

Mr. Starzel reported that the AP Radio Members' Committee, formed in 1952, "worked effectively with the management in developing enlarged cooperation and improved use of the news report in broadcasting." Changing news needs and interests of stations was studied by a subcommittee on the News Report, which group "proposed and assisted in the development of featurized weather scripts as well as in the refinement and improvement of news summaries and telescript programs."

Another subcommittee, on News Programming, "inaugurated a continuing exchange of programming and information and ideas among all radio station members" [B•T, March 15]. Still another committee activity was the preparation and distribution to member stations of a manual on reporting news to AP.

Two new radio scripts—*Let's Look at the Weather* and *Around the Farm, Around the Country*—were inaugurated during 1953 and were well received, the report noted. In line with the continued popularity of *Fix It-Make It*, other special interest scripts were introduced, including several five-part series dealing with men's fashions, how to watch football, hunting, etc.

Radio also contributed to newspapers, with a new human interest column by Mary Margaret McBride termed the "outstanding success of the year" among AP byline features.

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The 29 counties WFMY-TV serves are a-hum these days with a profitable balance of agriculture and industry—an interlocking pattern of trading areas pivoting around these well-known cities. Together, they generate a buying power that exceeds *$1,500,000,000* a year!

WFMY-TV completely covers this market made up of many markets—reaching and selling a potential audience of over 1,160,000 people.

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STORER'S WSPD-TV SWITCHES TO CBS

Toledo station drops its basic NBC-TV affiliation, becomes the fourth Storer video property to join Columbia. Other affiliations announced.

CBS-TV officials claimed a coup last week in the signing of Storer Broadcasting Co.'s WSPD-TV Toledo to switch its primary basic affiliation from NBC-TV to CBS-TV, effective immediately.

Signing of the ch. 13 station, only television outlet in Toledo, was announced jointly by George B. Storer, president of SBC, and J. L. Van Volkenburg, president of CBS-TV.

WSPD-TV has been served by all four networks, with basic NBC affiliation. The contract with CBS-TV means that the latter will now get first call on the station's network option time. The NBC radio affiliation of WSPD, it was reported, will continue.

Also announced was the addition of six new stations, five in Canada and WDEF-TV Chattanooga, as affiliates of CBS-TV.

Herbert V. Akerberg, CBS-TV vice president in charge of network station relations said the Canadian stations are CBUT (TV) Vancouver, B. C. (ch. 2); CHSJ-TV St. John, N. B. (ch. 4); CKSO-TV Sudbury, Ont. (ch. 5); CKCO-TV Kitchener, Ont. (ch. 13) and CFPL-TV London, Ont. (ch. 10).

Mr. Storer pointed out that WSPD-TV is the fourth SBC television station to become a basic affiliate of CBS-TV, and continued:

"As in the case of WJBK-TV Detroit, WAGA-TV Atlanta, and KGBS-TV San Antonio, once more our decision to become a primary basic affiliate of the CBS Television Network was reached after long and careful analysis of the entire broadcasting situation both at present and for the long range. As a result, we believe that it is in the best interests of our station and the vital, expanding area it serves, for us to switch our primary basic affiliation to the CBS Television Network."

[One of the CBS-affiliated Storer tv stations, KGBS-TV, along with KGBS, was sold a fortnight ago to Express Publishing Co., owner of KTSA-AM-FM San Antonio, for $3.5 million, subject to FCC approval (B•T, April 12)].

Mr. Van Volkenburg's Statement

Mr. Van Volkenburg said:

"We are very happy to welcome WSPD-TV. . . . With WSPD-TV as our primary basic affiliate, we believe the CBS Television Network has taken another step forward in its leadership from the standpoint of facilities as well as programming and sales. We are now able to offer our advertisers the best possible service in this important Midwest market area."

Toledo is Ohio's sixth largest market, with a population of 1,106,000 and an annual retail sales volume of $1,249,673,000. Announcement of the WSPD-TV signing said that as of the first of this year there were 263,000 tv families among the 331,400 families in the area served by the station.

WDEF-TV (ch. 12) joins CBS-TV as a secondary interconnected affiliate, effective Aug. 1. The station is owned and operated by WDEF Broadcasting Co. Harold Anderson is general manager.

CBUT (TV), CHSJ-TV and CKSO-TV have signed as secondary non-interconnected affiliates, and CKCO-TV as a secondary interconnected affiliate, effective immediately. CFPL-TV will become a secondary interconnected affiliate on May 1.

CBC, owner and operator of CBUT (TV), also will represent the four other stations (all independently owned) as agent. Walter E. Powell, commercial manager, CBC, Toronto, is contact for all five stations.

THREE additions to the MBS stations relations department [AT DEADLINE, April 12], discussing their assignments with director Robert W. Carpenter (2d l) are (l to r) John A. Buning, southern representative; Charles King, eastern representative, and Thomas P. Duggan, who is assigned to the western area.

ABC-TV Gets Monday Bouts Now on DuMont

ABC-TV's contract is for 52 weeks. DTN plans to shift its Monday night fight operations to another city's arena.

ABC-TV last week acquired the rights to the Monday night boxing bouts from Eastern Parkway Arena, Brooklyn, N. Y. (Mon., 9:30-11 p.m. EST), starting May 17, apparently outbidding DuMont Television Network, which has presented the boxing telecast for the past two years. The contract is for 52 weeks.

Announcement of the transfer to ABC-TV was made last Thursday by Les Arries, sports director of ABC, and Emil Lence, promoter of the arena. Mr. Arries revealed that an ultimate line-up of 90 stations is planned, with 50 stations already having given assurance that they will carry the telecasts.

DuMont, meanwhile, reportedly was set to present another boxing program from an arena in another city on the same night and at the same time. The final show under its contract with Eastern Parkway will be carried on May 10. DuMont carried the program on about 56 stations.

Mr. Arries said the telecast will be offered for sponsorship on a cooperative basis, and that many of the sponsors of the bouts on DuMont already have agreed to present the boxing show over ABC-TV.

He added that certain regional sponsors indicate they will expand sponsorship.

Unlike DuMont's presentation, Mr. Arries said, ABC-TV will carry the Monday night bouts in 12 West Coast cities by means of "hot kinescopes," with transmission from New York starting at 1 a.m. for showing at 10 p.m. Pacific Time. Stations serviced by kinescopes will receive the main bout only.

Mr. Arries said Chris Schenkel, who has been the boxing announcer over DuMont, will continue in that capacity over ABC-TV for an indefinite period, but that plans are in progress to substitute another announcer later.

ABC-TV also presents Ray Arcel's *Saturday Night Fights* (9-9:45 p.m., EST).

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Rep. Capper Publications, Inc.

MBS, General Teleradio Sale Discussion Denied

PRESIDENT Thomas F. O'Neil denied flatly last week that sale of "any part" of Mutual Broadcasting System or General Teleradio had ever been discussed "with anyone at any time."

He branded as "fantastic" any report of sale to H. L. Hunt, Texas oil billionaire and right-winger whose *Facts Forum* underwrites two Mutual news-comment shows.

Mr. O'Neil's statement followed publication in B•T and elsewhere of reports that Mr. Hunt might be interested in acquiring control of Mutual. B•T's report, published after attempts to reach Mr. O'Neil for comment prior to deadline had failed, was that Mr. Hunt "is pondering overtures for purchase of control of Mutual" and that, although Mr. O'Neil could not be reached, sources "close in" conceded "there's been talk" [CLOSED CIRCUIT, April 12].

The statement by Mr. O'Neil:

"Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with anyone at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fantastic one I have heard of yet and should be consigned to the oblivion it so richly deserves."

Company Activity

General Teleradio is the General Tire & Rubber Co. subsidiary which controls almost 60% of Mutual and owns the Don Lee and Yankee Networks and WOR-AM-TV New York. It also is becoming engrossed in tv film properties, and is expected shortly to name an operating head for its film operations. The company co-produced (with 20th Century-Fox) the *Greatest Dramas* series, currently in syndication; it next acquired the Phillips H. Lord properties and filming of at least one of these, *Gangbusters*, is in progress; and most recently it announced negotiations for exclusive licensing rights to a group of 30 feature films at a cost estimated unofficially at $1.25 million.

Meanwhile, there were other published reports of a planned wide scale realignment of the executive setup at Mutual. These were denied by authorities at Mutual headquarters in New York. It was understood that Julius F. Seebach, vice president in charge of program productions, may be assigned to other duties—possibly in films—upon return from his current vacation.

NBC Radio Announces Plans For Boston Symphony Concerts

EXCLUSIVE arrangments to broadcast Boston Symphony Concerts over the coast-to-coast facilities of NBC Radio direct from Symphony Hall in Boston during the 1954-55 season were announced by Sylvester L. Weaver Jr., president of NBC, last Wednesday.

The broadcasts will start early in October and continue through April on Saturday evenings at a time to be announced later, Mr. Weaver said. Under the completed arrangments, NBC secures the rights to the Boston "Pops," the Esplanade Concerts and the Berkshire Festival at Tanglewood.

It was pointed out that the Boston Symphony concerts will comprise NBC Radio's principal offering in the symphonic music field and as such will replace the NBC Symphony Orchestra. The latter group, under the leadership of Maestro Arturo Toscanini, had broadcast on NBC from 1937 until April 4, when Mr. Toscanini's retirement was announced [B•T, April 5].

The NBC Symphony, created for Maestro Toscanini 17 years ago and maintained over that period at a cost estimated by NBC at $15 to $20 million—an average of approximately $1 million a year—will cease to exist following the spring and summer series it is now playing as the NBC Spring Symphony under guest conductors.

This series, which uses somewhat fewer men than were employed under Maestro Toscanini, will continue (Sun., 6:30-7:30 p.m. EST) until the Boston Symphony schedule starts in October. It was pointed out that many of the personnel of the NBC Symphony—which was created for Maestro Toscanini at the behest of Brig. Gen. David Sarnoff, board chairman of RCA and NBC—also are and have been employed in the orchestras of the *Telephone Hour*, *Voice of Firestone* and other NBC musical programs.

Mr. Weaver said the composition of NBC's musical personnel will be rearranged into smaller orchestra units to serve the requirements of the network.

Gore Appears on Lewis Show After Equal-Time Request

LEROY GORE, editor of the country weekly Sauk City-Prairie (Wis.) *Star*, last week asked for and was granted equal facilities to answer what he said was criticism by Fulton Lewis jr., MBS commentator, on the latter's April 9 show.

Mr. Gore's request was granted in the form of an interview in the concluding portion of Mr. Lewis' program last Tuesday (7-7:15 EST). Mr. Gore is the founder and executive secretary of the "Joe Must Go" club in Wisconsin which seeks the recall of Sen. Joseph R. McCarthy (R-Wis.).

Mr. Gore, who was in New York and Washington seeking financial support and political backing for his recall campaign, wired MBS asking for "equivalent" time to express his viewpoints because Mr. Lewis allegedly had "gone beyond news commentary and into politics" on the Gore-McCarthy issue.

After the Gore request, Milton Burgh, director of news at Mutual, wired Mr. Gore in Washington that time was being extended through Mr. Lewis to appear on the program with the commentator "to discuss points at issue."

'Strike It Rich' Principals Get Summons; Plead Innocent

SUMMONS were served last week upon Walter H. Framer, producer of *Strike It Rich* radio and television program, and Warren Hull, master of ceremonies of the show, on a charge of soliciting funds for the program without a license from the New York Dept. of Welfare.

The summons issued last Monday, were returnable in Magistrates Court last Wednesday, at which time counsel for Messrs. Framer and Hull pleaded innocent. Magistrate Milton Solomon set May 7 for a hearing.

The complaint against the program was filed by Henry L. McCarthy, commissioner of welfare, who declared last February that the show was "a national disgrace" and should be licensed by his office [B•T, Feb. 8, et seq].

A spokesman for Walt Framer Productions expressed surprise at the summons. He pointed out that Mr. Framer had sought a declaratory judgment in the New York State Supreme Court last month to prevent the Welfare Dept. from requiring the program to obtain a fund-raising license from the city [B•T, March 15]. The case has not yet come up for a hearing.

KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
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WPAZ WLON WPAM WCRE
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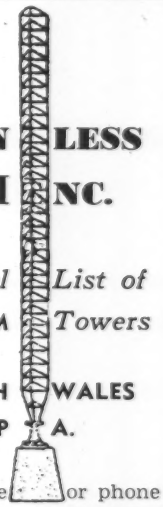

Write, wire or phone

EB KCRE WCIN WPRT WR
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WGSM WBRM WCOJ WGET
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WDOV WEPM WERC WOBL
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KPAN KJCK WTOB WEAT
MJ KCJB WGAF WSOK WD
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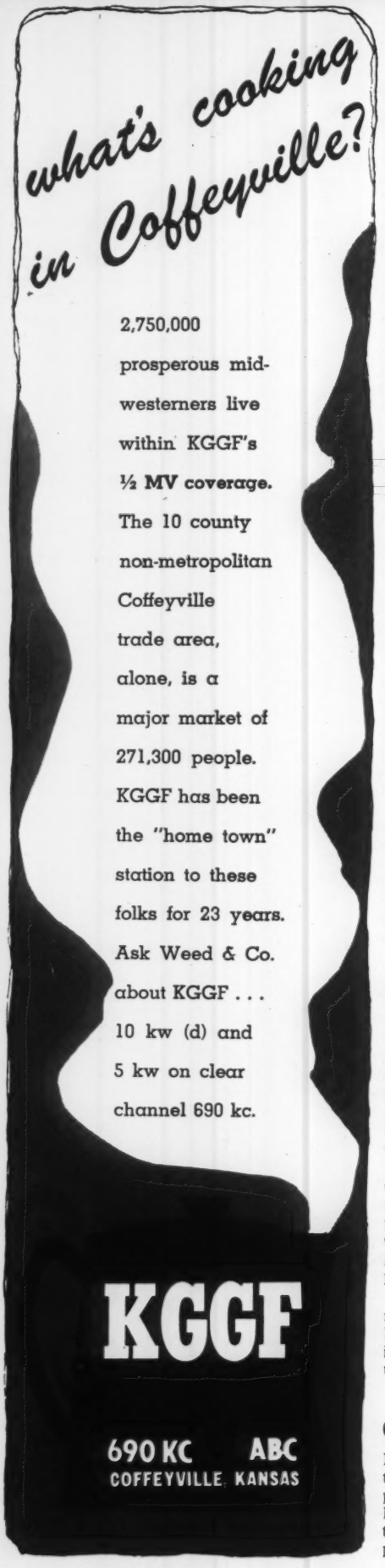

what's cooking in Coffeyville?
2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.
KGGF
690 KC ABC
COFFEYVILLE KANSAS

Collins Radio Names Gates Exec. Vice Pres.

R. S. GATES was named executive vice president of Collins Radio Co., Cedar Rapids, Iowa, in organizational changes announced last week by Arthur A. Collins, president, following action by the company's board of directors.

In other changes, L. E. Bessemer was elected vice president for manufacturing; R. T. Cox was named vice president for research and development; J. G. Flynn Jr., vice president for sales, and M. W. Burrell, second vice president. All will have headquarters at Cedar Rapids, except Mr. Flynn, who will be in Dallas at the company's Texas division.

DuMont Ships $130,000 In Equipment to Nova Scotia

DuMONT has sold $130,000 worth of equipment to Cape Breton Broadcasters Ltd., Sydney, Nova Scotia, to be shipped about May 15 for use by CJCB-TV (ch. 4). Station is slated to go on the air about Aug. 15, using an RCA 10 kw transmitter. DuMont equipment includes dual camera chain, multiscanner, lighting, film editing apparatus, etc.

DuMont is also shipping April 23 by Avianca Airlines to Bogota, Colombia, four complete camera chains, thirteen 17-inch monitors, a multiscanner, lighting and studio control equipment and several hundred receivers, including some 30-inch sets. The mobile unit (truck equipped for remote pickups) will be shipped by steamer.

Ramon Cuellar & Cia Ltda, Bogota, Colombia, has been appointed DuMont sales representative for the country, to handle sales of receivers as well as transmitters and tv broadcasting studio equipment. This company handled the $300,000 sale of DuMont equipment to the the Colombian Government [B•T, April 12].

Gotham Forms Subsidiary

FORMATION of Gotham Audio Development Corp. as a subsidiary of Gotham Recording Corp., New York, was announced last week by Stephen F. Temmer, president of the new company. The firm has been organized to design and manufacture products of a custom-built nature for broadcasters and professional recording companies.

First client of Gotham Audio Development Corp. was listed as Reeves Equipment Corp., for which the new firm will design a high-power driving amplifier for use with B. B. C. Grampian disc cutting head. The Reeves organization will serve as distributor for the final product.

Other officers of Gotham Audio Development are Rein Narma, vice president, and Herbert M. Moss, president of Gotham Recording, who will serve as secretary-treasurer of the subsidiary.

Cathode Ray Tv Tubes Up

FACTORY sales of cathode ray tv receiver tubes totaled 645,715 units in February, compared to 557,681 sold in January, according to Radio-Electronics-Tv Mfrs. Assn. Receiving tube sales totaled 25,189,147 in February compared to 22,133,347 in January.

Special on Color

RCA Engineering Products Div. has published a special issue of its periodical *Radio News* entirely devoted to the basic technical problems of color broadcasting, the first time in the publication's 22 years that it has prepared a one-topic issue. Contents comprise a condensation of the material presented at the RCA color clinics for broadcast engineers.

Electronics Parts Show Planning Display Record

RECORD number of new products for display is anticipated for the 1954 Electronic Parts Show, to be held at Chicago's Conrad Hilton Hotel May 17-20, it was announced last week.

Total of 307 booths and display rooms will be occupied by 277 exhibitors, covering the exhibition hall and fifth and sixth floors of the hotel. The volume of advance new-product releases has been running twice that of last year.

Member-exhibitors are cooperating with the show's management by not scheduling outside activities, sales meetings and other events, it was reported. The show's board, consisting of members of RETMA, National Electronics Distributors Assn. and other groups, have voted to abandon seminars and educational sessions during the convention.

Avco Stockholders Meet

DEMAND for color tv sets will not materialize in volume until sets with large screens are available "at acceptable prices," Victor Emanuel, chairman and president, Avco Mfg. Corp., said at the company's annual stockholders meeting in Wilmington. He reported that record acceptance of the Super V black-and-white tv receiver, compact set easily moved from place to place, has established, "to a degree being felt in the entire industry, the salability of a so-called second set" in the American home. As with radio sets, family ownership of more than one tv set "will become a commonplace," he said.

MANUFACTURING SHORTS

Caterpillar Tractor Co., Peoria, Ill., has published a two-color, eight-page booklet, titled *Stay on the Air* to show the job Cat Diesel Electric Sets have been doing keeping stations on the air. A chart lists the 12 models available and their respective power ratings. A copy of the booklet may be obtained from any Caterpillar dealer or by writing to the company.

Browning Labs Inc., Winchester, Mass., announces new high fidelity tuner specifically designed for binaural reception and providing simultaneous reception of am and fm broadcasts. Detailed information is available without obligation from the manufacturer.

New kind of electronic stop watch which measures and records (on tape) time intervals as short as one ten-thousandth of a second has been invented by Ebrahim Nuban, U. of Southern California graduate student in electronics. His "precision timebase generator" can also start the operation of another machine and stop it within a fraction of a second. Results are printed in numerals on adding machine tape.

Outstanding Value

PRESTO SR-II STUDIO CONSOLE TAPE RECORDER

For the first time . . . a precision Presto tape recorder complete with amplifier in studio console cabinet for less than $1000. Here are the facts about this amazing value:

The R-11* Mechanism Here is the smooth operating, sleekly designed tape transport unit that drew engineers acclaim when it was introduced last year. Embodies the exclusive Presto capstan drive unit where pressure pulley and solenoid are mounted on a single sub-assembly for easy maintenance. Capstan and motor are interconnected by a belt. Two torque motors, each including its own brake system (external contracting type) assure smooth, positive action without the usual hazard of tape breakage. If tape does break, an automatic safety switch instantly stops the mechanism.

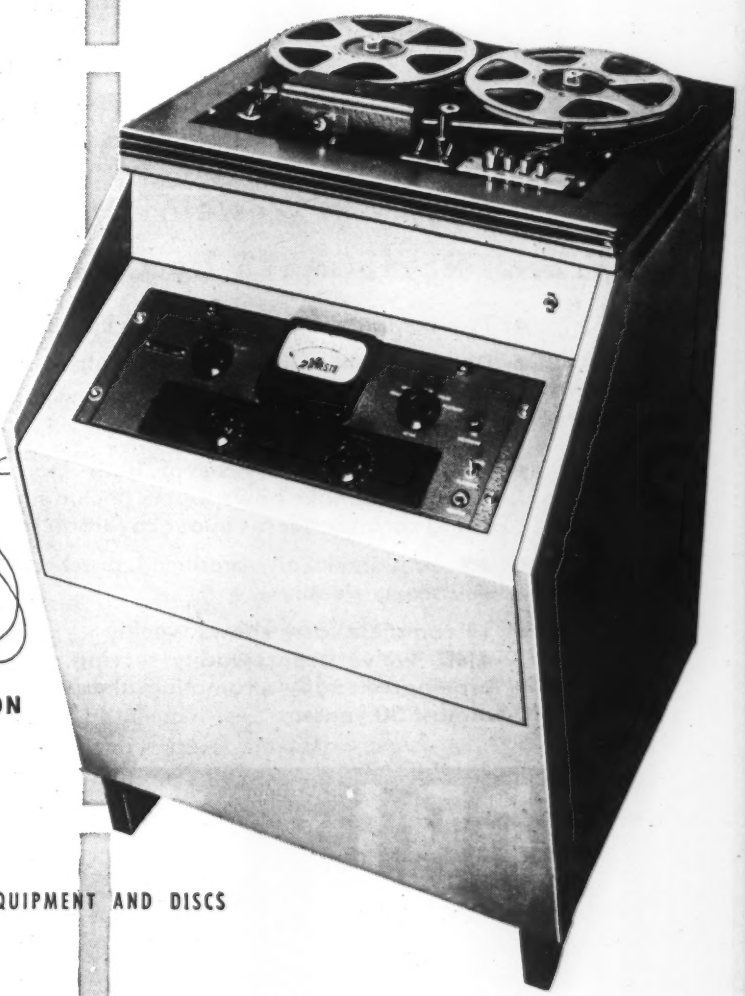
The Amplifier Actually there are two separate chassis for amplification. One contains the recording and reproducing channels. The second is the power supply located at the base of the console. This arrangement reduces noise and keeps operating temperature down.

The Console Cabinet Presto's designers have given particular attention to accessibility of every part of the SR-11. The top panel swings upward on a sturdy hinge to expose the underside of the tape mechanism, while the amplifier opens from the front and turns over on gimbals for access to tubes.

Ask your Presto distributor to order your SR-11 today. You'll never match it in value or performance.

*formerly RC-11

- Three triple shielded magnetic heads
- Frequency response: 50 to 15,000 cps. (15"/sec.)
- 55 db signal to noise ratio (at 2% distortion)
- Flutter: less than .15% (15"/sec.)
- Push button function switches
- Will accommodate reels up to 10½"



$995 COMPLETE with amplifier in console cabinet

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

BOW-TIE (UHF) PROMOTION

A BOW tie appeared on many a time buyer's desk early last week, accompanied by a card which cryptically stated: "Hope you like it. Explanation to follow later. Best regards. Two Two." The mystery was cleared up later with a letter identifying the sender as WGBI-TV Scranton, ch. 22, and an explanation that "in the Scranton-Wilkes Barre area nearly everyone sports a 'bow tie' (uhf tv antenna) these days." The message pointed out that "to reach . . . to *sell*, this rich northeastern Pennsylvania market, it's uhf tv all the way . . . to be specific, your first buy is WGBI-TV."

KFAB MANHUNT COVERAGE

AN AIRPLANE was chartered by KFAB Omaha to fly newsmen to the scene of a manhunt in the Nebraska panhandle, thus providing that station with exclusive coverage in the event that was taken part in by law enforcement officers from the entire area, that station reports. Newscaster Hugh McCoy and special technician Harlan Underkefler made special tapes and relayed last minute information to listeners and KFAB claims that they were the only radio newsmen on hand to provide such on-the-spot coverage.

THIRTY-YEAR BROCHURE

THE THIRTY-year anniversary of WGBF Evansville, Ind., is the theme of a brochure published by that station. The brochure reviews the 30 years of operation for the reader and contains tributes received from well known people in the advertising, theatrical, educational, political and communications professions. A reproduction of a congratulatory letter from FCC Chairman Rosel H. Hyde is included and pictures of notables, station staff and program personalities fill out the booklet. Coverage maps of WGBF and affiliate WMLL (FM) appear in the rear of the brochure.

RATE INCREASE LEAFLET

A LEAFLET titled *Profits from Pennies*, which introduces advertisers to a rate increase, is being distributed by KXO El Centro, California. The pamphlet points out with charts how "everything" has increased, including a 98% jump in KXO's operating expenses over the past seven years. Announcing the 7.8% increase the station emphasizes that the cost is actually *less* per listener because KYO is reaching 134% more people than ever before. These facts prove, station claims, that KYO is a better buy than ever, still the best advertising buy in the Imperial Valley. A valley-wide listening survey, which shows KYO has the largest share of the audience, is included along with a station coverage map.

WNAX BOWLING TOURNEY

THE WORLD'S largest regional bowling tournament was sponsored by WNAX Yankton, S. D., according to that station. The tourney, the fifth annual WNAX 5 State Bowling Tournament, attracted 9,195 male bowlers from Iowa, Nebraska, the Dakotas and Minnesota. Over $27,000 in cash prizes, 38 trophies and over $6,000 in merchandise were awarded at the event, which was sanctioned by the American Bowling Congress, and is reported to be second in size to the ABC bowling classic.

COLOR CASTING

Advance Schedule Of Network Color Shows

CBS-TV

***The New Revue* every Friday, 5:30-6 p.m. (sustaining).**

NBC-TV

April 21: *Kraft Tv Theatre*, 9-10 p.m., **Wednesday (Kraft Foods through J. Walter Thompson Co.).**

May 3: *Voice of Firestone*, 8:30-9 p.m., Monday (Firestone Tire & Rubber Co. through Sweeney & James Co.).

May 7: *Dave Garroway Show*, 8-8:30 p.m., Friday (Pontiac Dealers through McManus, John & Adams Inc.).

May 8: Metropolitan Museum of Art, 3:30-4 p.m., Saturday (sustaining).

May 9: *Kukla, Fran & Ollie*, 4:30-5 p.m., Sunday (Swift & Co. through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B•T.]

WBEL RADIO PROMOTION

MOST effective way to promote your own cooking school is to use spots on your own station. At least that's the belief of WBEL Beloit, Wis., which used about 75 spot announcements, but used no printed media. Three local merchants cooperated in the three-day event which drew such crowds to the local Majestic Theatre—where many of the station's programs were aired—that hundreds of ladies had to be turned away. WBEL is reported to be considering the school as an annual promotion.

DODGER FAN AID

WMGM New York, in cooperation with the Brooklyn Chapter of the American Red Cross, is distributing volume four in a series of manuals by the Red Cross on the "Care and Protection of Dodger Fans," giving information on how to root calmly, how to eat and drink healthfully at Dodger games and how to safeguard the blood pressure. WMGM, which broadcasts all Dodger games, will supply copies of the manual to interested persons who write the station at 711 Fifth Ave., New York 22, N. Y.

'ECONOMY RUN' TELECAST

FILM program of the 1954 Mobilgas Economy Run was shown on KTTV (TV) Hollywood after an all-night editing job. News photographers from the station rode in contestants' cars between Los Angeles and Sun Valley, recording the event on film. After the film portion of the program the winners of the race were presented. The KTTV program was sponsored by General Petroleum Corp., Los Angeles, which also conducts the Economy Run.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

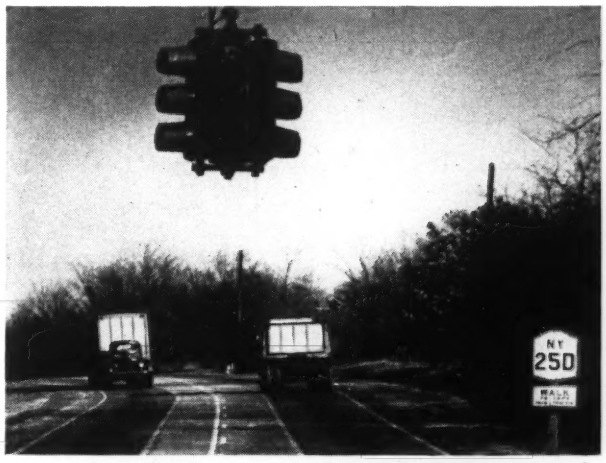
MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

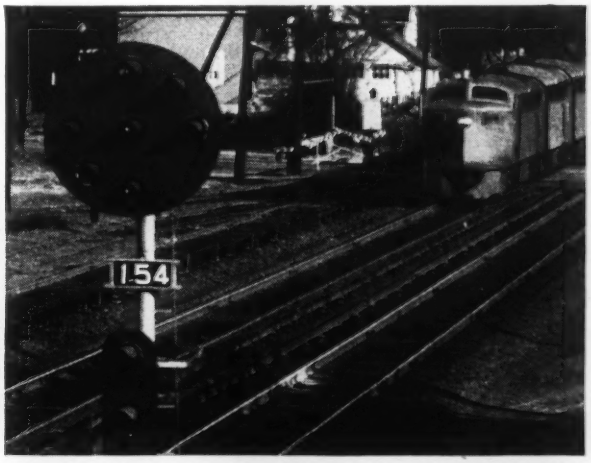
- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

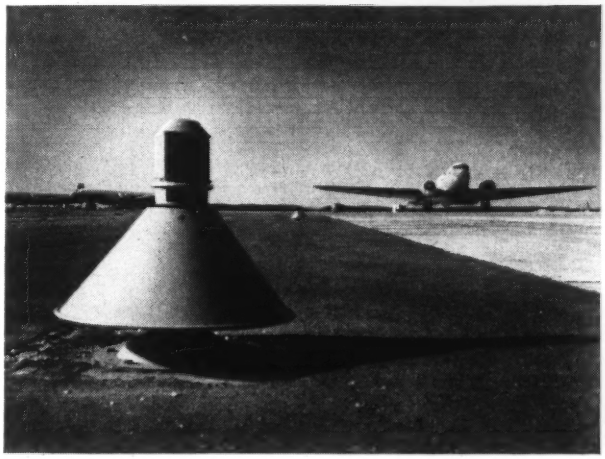
AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

As a trained newsman, do you know: WHICH ONE OF THESE DOESN'T BURN TAX DOLLARS?







You're undoubtedly familiar with these traffic control devices for various forms of transportation.

But do you realize that only *one* of them doesn't burn up tax dollars?

Consider these facts. Up to the end of 1953, Federal and local governments had spent some 2 billion dollars on the construction of *civil airports* and *airways*.

From the turn of the century to June 30, 1953, Federal expenditures for *river and harbor* navigation facilities exceeded 4.3 billion dollars.

Highway construction in the United States has cost 39 billion dollars since 1921. *Highway* construction and maintenance costs come to about 5 billion dollars annually—with you, as a private citizen, picking up the biggest part of the bill. (For every 100 ton-miles of travel, a typical personal car pays taxes averaging 34 cents while a 30-ton highway truck pays an average of only 12 cents.)

Railroads, on the other hand, have spent more than 20 billion dollars to install rights-of-way and other facilities. In addition, they pay taxes on them—which help to subsidize their competitors in the air, on the water and highways.

When, therefore, you hear the railroads say they want the opportunity to compete with other forms of commercial transportation on a free and equal basis, you can understand their position.

It is their feeling that the public would be much better served if all forms of transportation were put on a truly competitive basis. Not only would each be spurred to provide constant improvements in services and facilities, but the cost would fall where it rightly belongs —on users instead of taxpayers. . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

REACHING HEAD MEN

INVITATION to barbers to attend an exclusive open house for members of that trade has beeen extended by WHO-TV Des Moines in a clever promotion piece sent to tonsorial artists in its coverage area. Pointing out that barbers are considered "high authority" on all subjects by customers, WHO-TV expresses confidence that its story will get to "the right guys in the right place," after the barbers have visited the station. Included are a program schedule for the barbershop wall, coverage area map, and a list of answers to questions people will ask about the new tv station.

GOOD FRIDAY PROGRAM

ABC-TV network was scheduled to present a special Good Friday live documentary, *The Shroud of Turin*, with the program originating in studios of WBKB (TV) Chicago. The show will feature a discussion of the authenticity of the famous Turin shroud, an ancient cloth believed to be the fabric in which Christ was wrapped after his crucifixion. Rev. Francis L. Filas, S.J., religious professor at Loyola U., Chicago, was to present the program, slated to be telecast 1:30-2 p.m. April 16.

WAAM (TV) Baltimore will carry *Hometown, America*, food merchandising and auction series formerly heard on radio, 11:45 to noon each weekday. The program is presented by the Independent Retail Grocers and Meat Dealers Assn. of Baltimore Inc. Signing the agreement are (l to r): seated, Ken Carter, WAAM general manager; Gene Milner, president, Hometown America Sales Service Co.; Armand Grant, WAAM assistant general manager and director of sales; standing, Pel Schmidt, WAAM local sales manager, and George Hawkins, associate of Hometown, America.

KMJ-TV TEACHES ENGLISH

FOREIGN born residents of San Joaquin valley, in central California, are learning English for naturalization and voting tests on twice-weekly KMJ-TV Fresno *Let's Speak English* program. The program is designed to teach practical, everyday English and is conducted with the cooperation of the adult division of Fresno city schools. Printed study aids are supplied to viewers by KMJ-TV.

KOTV (TV) PHOTO CONTEST

MORE than 50 entries were submitted by members of the Tulsa Camera Club in a contest conducted by KOTV (TV) for the best pictures on the "behind the scenes activity" at that station. A special open house was held during which contestants were invited to take pictures of the various operations. The winners appeared with their winning pictures, along with other members of the club, on KOTV's *Tulsa Skyline Show*.

BASEBALL SCHEDULE REQUESTS

AN OFFER of an American League baseball schedule by WTAM Cleveland's Tom Manning brought over 15,000 requests, according to that station. Mr. Manning told his listeners: "I realize you can pick up a schedule at any corner store, but I'd like to send you one of mine if you'll send me a stamped, self-addressed envelope." WTAM reports that three girls were kept quite busy in an effort to get the schedules in the mail before the opening games.

KGEM KITCHEN CITED

THE February issue of the *Idaho Food Dealer*, food trade publication, contains an article about KGEM Boise, titled "KGEM Kitchen Sponsors Take a Bow," which tells about the kitchen show and its four sponsors. The sponsors, Gem Canning Co., Emmett; Keim Packing Co., Nampa; Idaho Creameries, Boise, and Eagle Flour Mills, Eagle, each have a section of the story and pictures devoted to its plant, facilities and product. The program, which features Helen Peterson, as hostess, and Don Bish, as kitchen helper, is written and produced by Mrs. Peterson. The program is described as one that . . . "has proved to be of real interest to housewives . . . of exceptional value to sponsoring suppliers and incentive to food dealers in the area."

RED BEARD PROMOTION

WNBT (TV) New York mailed red beards to radio and television editors to call attention to the beard-growing contest conducted on the station by Jim Moran, hirsute host of *Midnight Movie* program. Winners of the contest were picked on April 9 by "a jury of bearded peers" consisting of Burl Ives, Commander Edward Whitehead, Mitch Miller, George London and Pietro Carboni.

BBC EXPLORES ENGLISH

BBC and the English Speaking Union have produced a new, 15-minute series of radio programs, *Plain English*, designed to "explore trans-Atlantic understandings and misunderstandings which crop up between people of two nations using the same language." The series has been made available to U. S. stations for broadcast.

WBNS-TV SALES MEETING

WBNS-TV Columbus, Ohio, reports an unusual sales meeting at that station when the entire sales organization of the Omar Baking Company for the state of Ohio met to view its *Omar Tv Weatherman* show, a nightly feature over WBNS-TV. Host for the half-day meeting was Frank Wear, station general manager, and Ross Davis, general sales manager for Omar, presided.

Recorded from life with utmost realism and fidelity.
Pressed on double faced 78 r.p.m. vinyl plastic discs.

..a complete sound library

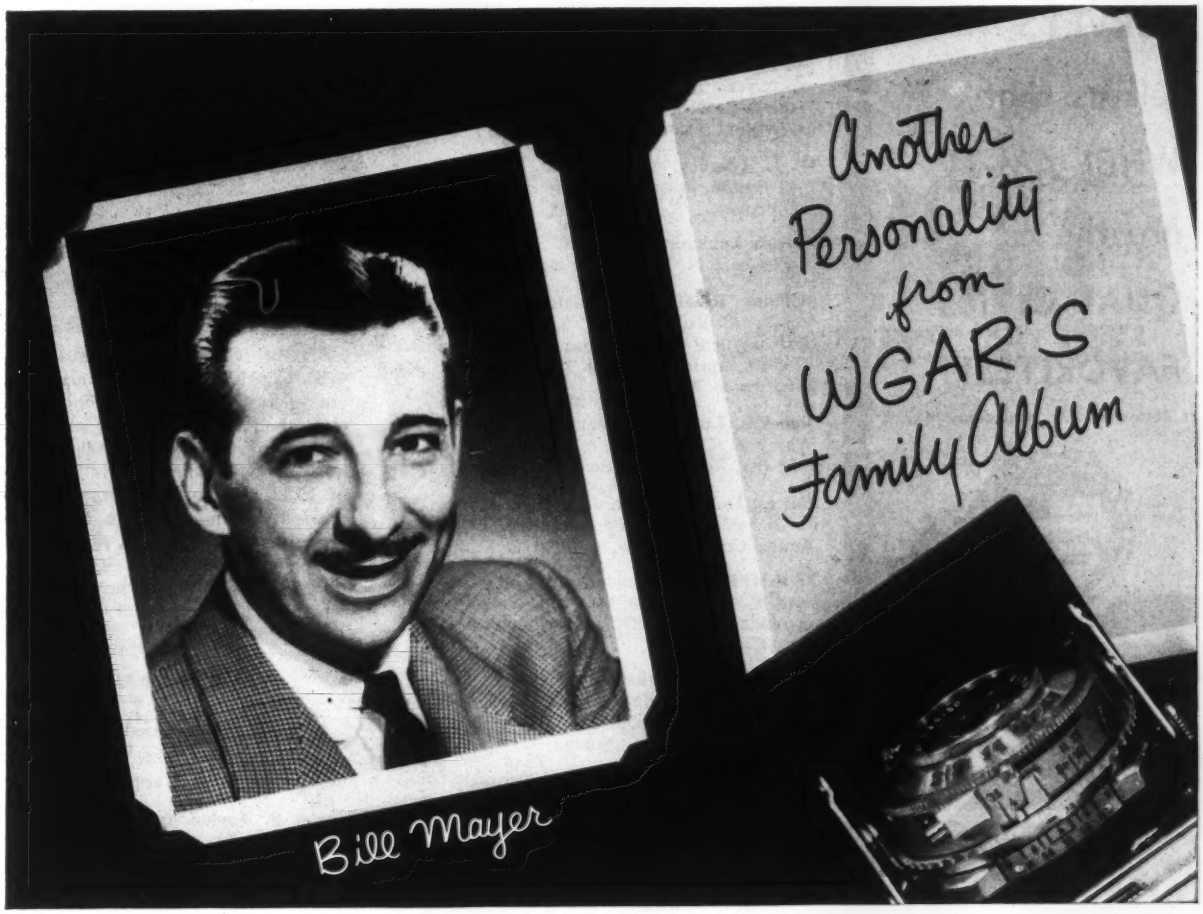
OVER 1000 SUPER *Sound Effects*

SUPER SOUND EFFECTS

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

A good "sound" buy since 1934

send for free catalog



His magic touch moves merchandise

You've met men like Bill Mayer. The look in the eye, the easy smile, the sincere manner of talking, the warmth of the handshake . . . all tell you, "Here's a man we can trust."

Bill Mayer has radio's magic touch—the ability to inspire *confidence* in those who listen to him.

Recognized as the area's outstanding commercial announcer, he has the confidence of both listeners and advertisers in Northern Ohio. From 6:30 a. m. to 10:00 a. m., Bill, known to millions as the "Mayor of the Morning", presents listenable music and interesting comment in his inimitable, easy-going style.

His popular show reaches a dual audience—homemakers, and motorists on their way to work. If yours is a product bought by women or by car owners, Bill Mayer's sincere voice can do an effective selling job for you.

Ask your nearest Christal representative for current spot availabilities.

WGAR

THE STATION WITH

4½ MILLION FRIENDS IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

RADIO & TV
SURVEYS
tell us that
WHBF-AM-TV
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
DAVENPORT · ROCK ISLAND · MOLINE · EAST MOLINE
IOWA · ILLINOIS
"45 CITIES TOGETHER AS THE DOORSTEP OF THE NATION"

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

BMI
"Pin Up" Hit
THE MAN UPSTAIRS
RECORDED BY
KAY STARR.....Capitol
COWBOY COPAS.....King
HOLLY NUTTER.....Jubilee
PUBLISHED BY
VESTA MUSIC CORP.
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PEOPLE

Agencies

William N. Huse, formerly with Albers Milling Co., and **Fred Mitchell,** Foote, Cone & Belding, N. Y., appointed vice presidents and account executives, Dancer-Fitzgerald-Sample, N. Y. **William Brooks,** Kenyon & Eckhardt, to D-F-S as assistant account executive.

W. J. Haughey, vice president, Ingalls-Miniter Co., Boston, assumes additional duties of general manager.

Arkady Leokum, copy chief, Sherman & Marquette Inc., N. Y., elected a vice president.

William Rindfuss, associate copy director, Young & Rubicam, N. Y., appointed vice president and copy director of Chicago office effective April 19. **Frank Harrel** replaces Mr. Rindfuss in New York.

James L. Lothian, assistant copy chief, Erwin, Wasey & Co., L. A., to Mogge-Privett Inc., that city, as vice president and copy chief.

Forrest Dolan, vice president, The Mayers Co., L. A., named account executive, Edward S. Kellog Co., same city.

J. F. O'Keefe Jr., advertising and sales manager, Red Dot Foods, Madison, Wis., appointed merchandising director Schwimmer & Scott Inc., Chicago.

William M. Englehaupt named merchandising director, Earle Ludgin & Co., Chicago; **George Duke** to creative staff and **John Meloney** to research staff, same agency.

Mahlon G. Remington, sales and merchandising director, Ward Wheelock Co., Phila., appointed vice president and account executive, Lewis & Gilman Inc., same city.

MR. REMINGTON

Earl M. Willhite, general sales manager, KMO-TV Tacoma, named partner, Hunter Adv. Agency, Hollywood.

Robert F. Ohrenschall, recently discharged from Navy, to Wank & O'Rourke, S. F., as account executive.

Midge Krone, former timebuyer, Erwin, Wasey & Co., N. Y., to Galen E. Broyles Co., Denver, as assistant account executive.

Robert Campbell, J. Walter Thompson Co., S. F., to Doremus & Co., same city, as production manager and assistant account executive.

Edmund Rogers Jr., Ward Wheelock Co., N. Y., to program production staff, radio-tv dept., N. W. Ayer & Son, N. Y. **Ernest Ericson,** formerly with William Weintraub Inc., N. Y., to art staff, N. W. Ayer.

Timothy J. O'Leary, William Esty Co., N. Y., to Calkins & Holden, Carlock, McClinton & Smith, N. Y., as radio and tv timebuyer.

Frances Rickey, formerly with National Bakers Service and Marfree Adv. Corp., appointed radio-tv timebuyer, Gordon Best Co., Chicago.

Donald L. Perris, director of news, special events and promotion, WEWS (TV) Cleveland, to creative dept., McCann-Erickson Inc., same city.

Robert J. Noel, radio-tv director, Campbell-Mithun Inc., Chicago, to creative staff, radio-tv dept., Needham, Louis & Brorby, same city.

GALLANT Grady Cole, "Mr. Dixie" to WBT Charlotte listeners, must not carry young ladies through driving rainstorms to protect their costumes, says an x-ray picture of Mr. Cole's back being held here by "Mr. Dixie" and "Miss America of 1953" (Neva Jane Langley) after he carried the charmer from her car to the coronation ballroom of the Azalea Festival in Wilmington. WBT's newsman philosophizes: "We all have to quit sometime, and I'm glad I quit with the best."

David Luhman, CBS-TV promotion and merchandising department, N. Y., to Young & Rubicam, same city, as a copy writer.

Eugene F. Taylor, formerly with Foltz-Wessinger Inc., Lancaster, Pa., to copywriting staff, VanSant, Dugdale & Co., Baltimore.

William E. Greenberg, staff artist, Len Woolf Co., L. A., to Abbott Kimball Co., that city, as assistant art director.

Dan Potter, vice president in charge of media Procter & Gamble account, Benton & Bowles, N. Y., to William Esty Co., New York, in the tv department.

Donald C. Dahms, production supervisor, Leo Burnett Co., Chicago, to Saunders, Shrout & Assoc., same city, as production manager.

Robert Merryfield, news director, KBID-TV Fresno, starts own advertising agency, that city, but continues as announcer for Jim Clinton Clothing Store commercials on station.

J. P. Shelley, senior account executive, Erwin, Wasey & Co., L. A., forms own advertising firm, J. P. Shelley & Assoc. Inc., same city.

Wendell W. Oberholtzer, N. W. Ayer & Son, Phila., to Gray & Rogers, same city.

Ernest E. C. Jackson, vice president, J. Walter Thompson Co. Ltd. and managing director, Montreal office, died April 1.

Stations

George I. Stanford Jr., head of his own merchandising firm at Hobe Sound, Fla., named sales account executive, WPIX (TV) New York.

Thomas Clifford, advertising manager, Montgomery Ward & Co., Fresno, to KBID-TV that city, as account executive.

Philip A. Meyers, WCUE Akron, Ohio, named

HEIGHT COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station in Kentucky and Southern Indiana!

36.1% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

761.0% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

WAVE-TV delivers a *perfect* picture to thousands of families who get satisfactory television reception from no other outlet. The reason is simple:

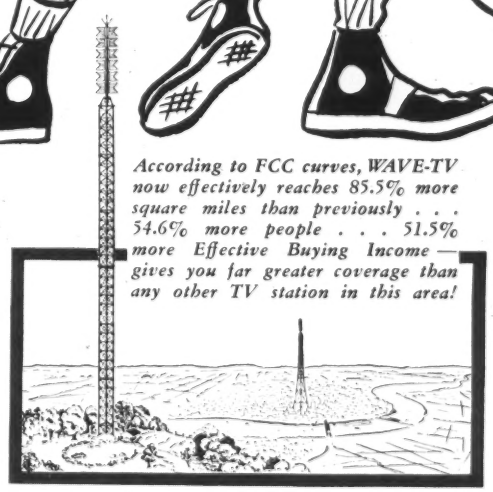
WAVE-TV's tower is on top the highest hill in this area — *is actually 525 feet higher than Louisville's other VHF station!*

WAVE-TV's Channel is 3 — *the lowest in this area!*

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3 — *is equivalent to 600,000 watts from our old downtown tower, on Channel 5!*

Ask NBC Spot Sales for all the WAVE-TV facts.

According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!



LOUISVILLE'S

WAVE-TV

Channel 3

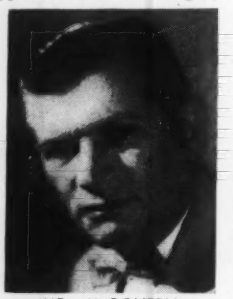
FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC Spot Sales, Exclusive National Representatives

assistant commercial manager, same station.

Peter T. McGovern appointed sales manager, WCOP Boston, Mass., in reorganization of that station's sales department.


MR. McGOVERN

Stanley J. Hudson, salesman, XEO Brownsville and XEOR McAllen, Tex., appointed director of merchandising and public relations for the stations.

Jackson M. Fleming, formerly program director, KXL Seattle, to KEX same city, as account executive.

MR. FLEMING

Murray L. Goldsborough, formerly general manager, WGET Gettysburg, Pa., to WHVR Hanover, Pa., as assistant manager.

Ray Armand, program director, WARL Arlington, Va., promoted to assistant manager; **George Crump,** sales representative and **Don Allen,** traffic manager, named sales manager and acting program director, respectively; **Robert Hall,** program director, WEAM Arlington, and **Robert Cobbins,** named sales representatives, WARL; **James Larkin** named record librarian, **John Galloway,** continuity director, and **Ruth Lewis,** auditor, same station.

Robert O. Paxson, sales staff, KEDD-TV Wichita, and formerly account executive, McCormick - Armstrong Inc., same city, appointed regional sales manager, KEDD-TV.

MR. PAXSON

George Vogel, chief engineer-director of sports, KCOW Alliance, Neb., named program supervisor, succeeding **Erv Jensen,** who moves to KGLO Mason City, Iowa. **Roland Reed** appointed technical supervisor, KCOW.

John L. Palmer appointed national sales manager, KOIN-TV Portland, Ore.

Jim Carroll, manager, KONG Visalia, Calif., appointed merchandising director, KYNO Fresno.

Walter M. Windsor, formerly manager, WGBA Columbus, Ga., named general manager, KCMC-TV Texarkana, Tex.-Ark.

Frank Sharp, program director, WFBM Indianapolis, Ind., named personnel director. **Robert Yeager,** assistant program director, WLW Cincinnati, succeeds Mr. Sharp.

Carol Vinson, promotion director, KARK-AM-TV Little Rock, to KSLA Shreveport, La., in same capacity.

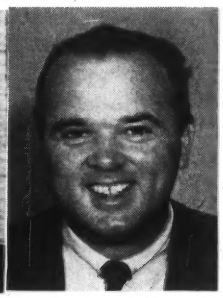
William Hollenbeck, formerly producer-director, KGO-TV San Francisco, appointed program manager, KHOF (TV) Stockton, Calif., vhf station scheduled to start operating June 1.

Theodore B. Pitman Jr., program director, WTAO-TV Cambridge, Mass., appointed general manager, WTAO - AM - TV. **John H. Kimball** named sales manager and **Edward J. Penney,** program director, WTAO. **Richard H. Gurley Jr.** named sales manager; **Fred Stein,** program supervisor, and **Walter Harrington,** program director, WTAO-TV. **Alice Conlon** named film director-publicity director, WTAO-AM-TV.

MR. PITMAN

John M. Haberlan, formerly time salesman, WKY Oklahoma City, appointed national tv sales representative, WKY-TV; **Wallace R. Dunn,** formerly general manager, KGLC Miami, Okla., to tv sales staff, WKY-TV.

MR. HABERLAN


MR. DUNN

Jim Randolph, research director, KOTV (TV) Tulsa, appointed assistant program director.

Norman Heffron, newsman, WCCO Minneapolis, returns to KOTA Rapid City, S. D., as news director.

Louis F. Allen, KOMU-TV Columbia, Mo., **Merle Mann,** WLWT (TV) Cincinnati, named to sales staff, WCPO-TV Cincinnati. **Jack Kelly,** traffic dept., WCPO-TV, also joins sales staff.

Ed Bush named to sales staff, KABQ Albuquerque, N. M.

Jack Norman and **Ellie Kieb,** sales staff, defunct WENR Chicago, to similar duties at WLS same city.

Ian Bernard, special material writer for Eddie Cantor in NBC-TV *Colgate Comedy Hour,* to KABC-TV Hollywood, as writer and general assistant to executive producer.

Lou Weiner, freelance publicity and exploitation, Hollywood, to KABC-TV that city, in similar capacity.

Forrest H. Respess, formerly with WHOK Lancaster, Ohio, appointed studio manager, WTTV (TV) Bloomington, Ind.

Roy L. Gallagher, formerly chief engineer,

CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
HERE'S HOW . . . to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station with lower rates which produces low-cost results for your advertising dollar!
CKLW covers a 15,000,000 population area in five important states!
Soon! This region's MOST POWERFUL TV STATION!
CKLW-TV CHANNEL 9
325,000 WATTS
50,000 WATTS
800 KC.

TWO-DAY program clinic in Cleveland for program directors and general managers of Peoples Broadcasting Co. stations was attended by (l to r): Dick Carlson, management consultant, Farm Bureau Insurance Co., which owns Peoples; Rea Merridew, program director, WGAR Cleveland; Wes Hopkins, program director, WTTM Trenton, N. J.; Murray Lincoln, president, FBIC; Frank Lee, program director, WMMN Fairmont, W. Va.; Joe Bradshaw, general manager, WRFD Worthington, Ohio; Herbert E. Evans, vice president-general manager, Peoples; Bob Geis, program director, WRFD; Gary Ferrise, general manager, WMMN; Carl George, general manager, WGAR; George Campbell, Washington news correspondent, and Fred Bernstein, general manager, WTTM.

KELK Elko, Nev., to WHIT New Bern, N. C., in same capacity.

W. L. Nuss, engineer, KYW Philadelphia, named technical supervisor, replacing **Paul Stone** who resigned.

Mike Hamlin, WJIM-AM-TV Lansing, Mich., to WILS-AM-TV same city, as host on *House of Music* show, replacing **Chuck Renwick,** who moves to news dept., succeeding **Marv Phillips,** promoted to traffic department.

Mark F. Ethridge, publisher of the *Louisville Times* and *Courier-Journal,* licensee of WHAS-AM-TV Louisville, elected a trustee of Ford Foundation.

J. S. Sinclair, director of public relations, WJAR-TV Providence, received an award from Woonsocket, R. I., Junior Chamber of Commerce in recognition of his cooperation during the 1954 Woonsocket Mardi Gras celebration [B•T, March 15].

John Campbell, sports director, KXLL Missoula, Mont., appointed chairman, Montana State Athletic Commission, in addition to his present duties.

George Putnam, newscaster, KTTV (TV) Hollywood, awarded first Civic Affairs Citation, by Loyal Order of Moose in California.

Bill Welsh, sportscaster and special events announcer, KTTV (TV) Hollywood, named to board of trustees of Southern California B.P.O.E. polio recreation funds.

Dick Renick, producer-director, WTVJ (TV) Miami, and Val Phillips were married.

Tad Reeves, program director, WBNS-TV Columbus, Ohio, father of girl, Rebecca Anne, March 25.

Art Davis and **A. G. McDaniel,** WBAP Fort Worth, Tex., both fathers of boys.

J. Fred Weber, chief engineer, CKOV Kelowna, B. C., father of boy, Robert Neil, March 27.

Jack Sterling, emcee of WCBS New York *Jack Sterling Show*, father of girl, Patricia Ann, April 7.

Sid Forhman, Chicago disc emcee father of girl, April Brooke.

Merwyn L. McCabe, 56, sales manager, KFRC San Francisco, killed in automobile accident April 8.

Networks

Thomas P. Duggan, formerly with WOR New York and **John A. Buning,** formerly with American Broadcasting Co., to Mutual Broadcasting System's station relations department.

Len Levinson added to writing staff, NBC Radio *Fibber McGee and Molly*, which will broadcast through the summer.

Mike Dougherty, assistant publicity director, KNXT (TV) Hollywood; **Bill Steinmetz,** Script Annex head, CBS that city; and **Jerry Smith,** unit publicist, Wayne-Fellows Productions, named to press information staff, CBS-TV that city.

Ted Kenworthy named associate director, CBS Radio Hollywood, as summer replacement.

Harriet Egan, secretary to David C. Adams, NBC staff vice president, crowned "Miss NBC of 1954" at annual spring dance for NBC employes in New York, at Waldorf-Astoria Hotel April 2.

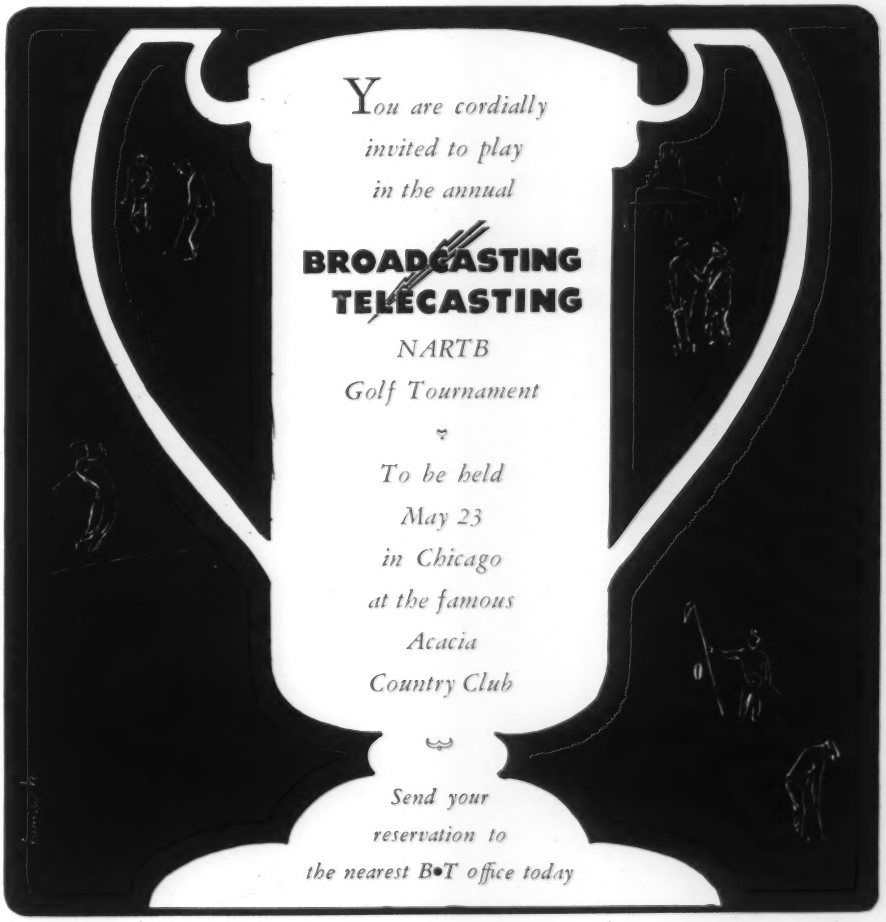
Kit Kinne, formerly featured on *Sally Smart's Kitchen*, WOR-TV New York to NBC-TV's *Home* show tomorrow (Tuesday), as cooking editor.

Martha Rountree, tv panel moderator, to address Women's Adv. Club of Chicago April 20 on "Tv As I See It From Washington."

Gordon MacRae, star of NBC Radio *Railroad Hour*, father of son, April 7.

Film

Chester H. Glassley, production supervisor, Five Star Productions Inc., Hollywood, named president and executive producer succeeding **Harry Wayne McMahan**, named vice president and member of the copy plans board, McCann-Erickson Inc., N. Y. **Norman McCabe,** animation director, and **Hal Burns,** editorial supervisor, Five Star Productions Inc., Hollywood,



elected vice presidents and **Taylor Byars** continues as vice president and general manager.

John C. Alicoate, formerly in sales capacities, Guild Films Inc. and Advance Television Picture Service Inc., to TeeVee Co. as eastern sales manager in new offices at 666 Fifth Ave., N. Y.

Virgina Gregg and **Georgia Ellis** Hollywood radio-tv actresses, assigned roles in Warner Bros. feature film version of NBC-AM-TV *Dragnet.*

Robert Rockwell, who portrays Mr. Boynton in CBS-TV *Our Miss Brooks,* father of boy, April 12.

Manufacturers

Frank Sleeter, director of RCA plant facilities administration, elected vice president, RCA facilities administration.

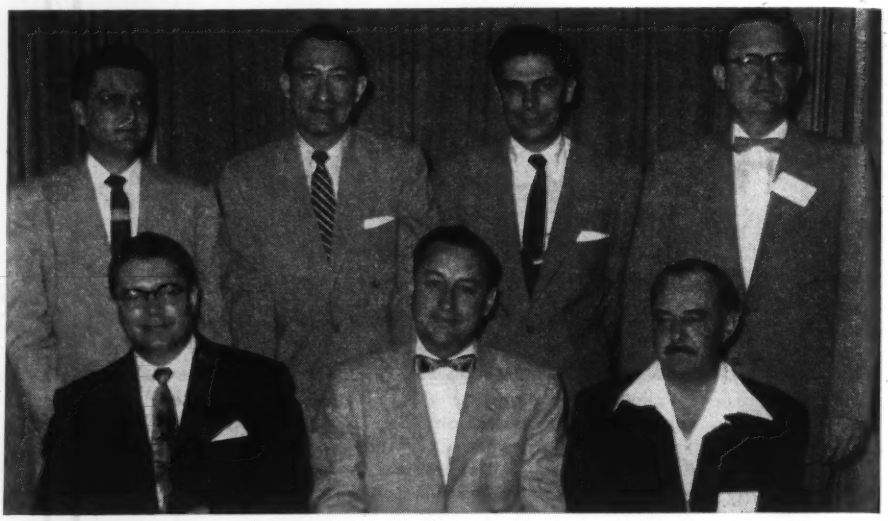
John S. Frietsch, formerly Cincinnati district representative for appliances, Philco Corp., Phila., appointed advertising manager, radio division.

James Adahead Jr., named Eastern manager, extension div., E. I. duPont de Nemours, Wilmington, Del.

Richard J. Brandt, formerly with Sterling Products International, S. A., Guatemala, C. A., to Sylvania Electric Products Inc., New York, in newly-created post, director of sales of the international division.

Ralph H. G. Mathews, sales engineering consultant, to Magnavox Co., Chicago, as general sales counsel, high fidelity division.

Jay T. Nichols, formerly with Armour Research Foundation, to Petron Corp., Chicago, as chief engineer.



MISSISSIPPI Broadcasters Assn. elected a new slate of officers at its annual meeting in Biloxi. L to r: seated, Granville Walters, WAML Laurel, secretary-treasurer; Bob Evans, WELO Tupelo, president; Ed Wilkinson, WSLI Jackson, vice president; standing, C. F. Wright Jr., WFOR Hattiesburg, retiring president; Charles Holt, WHSY Hattiesburg, Joe Carson, WMOX Meridian, and Bill Guest, WPMP Pascagoula, board members.

Program Services

Wallace D. Cochran, formerly manager, Les Brown orchestra, to RCA Victor Record Div., Thesaurus & Syndicated Sales, headquartered in Atlanta.

Patricia Jean Beall, former assistant producer at WTTG (TV) Washington and producer of educational radio-tv shows there, has announced incorporation of her own firm, **Public Service Productions Inc.,** a non-profit corporation, to produce public service programs for radio-tv. Address: 3400 Newark St. N. W., Washington.

Thomas B. Williams, formerly with General Electric Co. in promotional and visual education capacities, to Product Services Inc., N. Y., as supervisor of film production.

Edward Renauer, research dept., American Newspaper Publishers' Assn.'s bureau of advertising, to BAB as research analyst.

Edwin H. Kasper, formerly a partner, Kasper-Gordon Inc., to Television Programs of America Inc., as account executive in New England area.

Robert T. Donnelly, East Coast representative, Vitapix Corp. and previously Midwest representative, Prockter Television Enterprises, to film syndication div., Motion Pictures for Television, as account executive in Detroit.

Herb Jaffe, eastern sales manager, Motion Pictures for Television, named director of sales, Official Films; **Verne Banke,** assistant to Mr. Jaffe at MPTV, will succeed him as eastern sales manager.

Jerry Juroe of Paramount Pictures, Hollywood publicity staff, named radio-tv contact succeeding **Ted Wick,** resigned to become publicity director, CBS-TV that city.

Trade Associations

Charles Vanda, vice president, WCAU Philadelphia, named chairman, radio-tv committee, American Cancer Society's 1954 Cancer Crusade. **Clyde R. Spitzner,** commercial manager, WIP same city, named chairman of downtown Philadelphia office buildings, and **Charles Shaw,** news editor, WCAU, heads Crusade's program committee.

Philip G. Lasky, vice president-general manager, KPIX San Francisco, elected to board, Northern California Electrical Bureau.

PLAY BALL WITH
GATES REMOTES
Gates Announcomote
Gates 3-channel Dynamote
Gates Two Miker
GATES
GATES RADIO COMPANY — Quincy, Illinois, U. S. A.
In stock at: Atlanta, Houston, Los Angeles and Quincy.
Offices: New York and Washington, D. C.

R. H. Wensberg, vice president-manager, Bozell & Jacobs Seattle office, elected chairman, Puget Sound chapter, AAAA.

Daniel Cahn, supervising editor, Desilu Productions, Hollywood, and **Henry Molin,** film editor for firm's CBS-TV *I Love Lucy,* elected to membership in American Cinema Editors.

Frank Kilcheski, formerly manager of retail promotion and publicity, Bureau of Advertising, American Newspaper Publishers Assn., promoted to chain store sales staff.

Edward L. Hanna, formerly with CBS Radio's public affairs dept., appointed executive director, Mayor's Advisory Council in New York. Chairman of Council is **Nathan Straus,** president, WMCA New York.

Representatives

Tom Wynn Carroll, State Dept., New York, to Radio-Tv Reps., radio and tv station representative firm, same city.

Professional Services

William R. Cahill, editorial staff, Harshe-Rotman Inc., Chicago office, public relations firm, named assistant group supervisor.

Edward F. Thomas, vice president and public relations director, Geyer Adv., forms Edward Thomas Assoc., public relations counsel, 745 Fifth Ave., N. Y.

Courtenay E. McCurry, formerly with Ziv Television Programs Inc., named supervisor, Cabell Eanes Inc.'s newly opened Norfolk, Va., branch office.

Government

C. S. Rice, formerly with WNEW New York, appointed information specialist in radio-tv section, publicity branch, Army Air Force Recruiting Service, Washington.

Dr. Ralph J. Slutz, formerly assistant chief, National Bureau of Standards Electronic Computer Lab., promoted to assistant chief, NBS Central Radio Propagation Lab.

BOB ELLIOT (l) and Ray Goulding (r) of the comedy team "Bob & Ray" check a clause in their new WINS New York contract with Bob Leder, station's vice president and general manager. Their radio show is heard Monday through Saturday 6:30-10 a.m. EST.

INTERMOUNTAIN AMERICA . . .

A WHALE OF A MARKET

• RETAIL SALES $1⅓ billion annually . . . 50.2% above U. S. percentage gain with an increase of 310% since 1939!*

• WHOLESALE SALES $1¼ billion annually . . . 54.7% above U. S. percentage gain with an increase of 323.1% Since 1939!**

• POPULATION 1¼ million . . . 26.1% gain since 1940!*

KSL-TV lands that WHALE of a Market!

KSL-TV
Salt Lake City, Utah
serving 39 counties
in 4 western states

Represented by
CBS-TV Spot Sales

* Sales Management
** Consumer Markets

When Silbey's Tower Clock Time strikes the morning hour on WHAM, it is as familiar to listening women in Rochester and Western New York as the boom of Big Ben is to Londoners. Although Tower Clock Time has been on WHAM radio 15 minutes a day, five days a week for 22 years, it is still booming sales.

This huge department store, largest between New York City and Cleveland, has often gained national recognition for the outstanding merchandising job it has done through this mid-morning radio program.

The duration of Sibley's program is unique in the entire country, and WHAM points with pride to many other similar success stories of clients using its radio facilities continuously for almost as many years.

Clients' sales results throughout WHAM's Western New York coverage area attest the effectiveness of its appeal.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

Station Authorizations, Applications
(As Compiled by B • T)

April 8 through April 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	†284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

• • •

Am and Fm Summary through April 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,542	2,537	134	168	129
Fm	537	532	38	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	232	305	537[2]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	249	124	373
Noncommercial on air	2	2	4

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	915	337	708	525	1,234[2]
Educational	25		26	26	52[3]
Total	940	337	734	551	1,286[4]

[1] Sixty-five CPs (12 vhf, 53 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 560 already granted.

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ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Lexington, Ky.—Central Ky. Bcstg. Co. (WLEX) granted uhf ch. 18 (494-500 mc); ERP 171 kw visual, 92 kw aural; antenna height above average terrain 629 ft., above ground 651 ft. Estimated construction cost $442,600, first year operating cost $300,000, revenue $300,000. Post office address 136 N. Limestone St., Lexington. Studio and transmitter location Russell Cove Pile, Lexington. Geographic coordinates 38° 03′ 56″ N. Lat., 84° 29′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **J. D. Gay Jr.** (48.6%); Secretary-Treasurer **H. Gutherie Bell** (48.6%); **Gay-Bell Corp.** (2.5%); Vice President **William B. Gess** (0.15%) and Assistant Secretary **John G. Atchison Jr.** (0.15%). Grant was made possible by the withdrawal of the competitive bid of WVLK Lexington. Granted April 13.

Buffalo, N. Y.—Niagara Frontier Amusement Corp., granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 920 ft., above ground 959 ft. Estimated construction cost $599,882.88, first year operating cost $1,150,000, revenue $1,325,000. Post office address 70 Niagara St., Buffalo. Studio location 184 Barton St. Transmitter location Staley Road. Geographic coordinates 43° 00′ 36″ N. Lat., 79° 00′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **George F. Goodyear** (10%), director of Marine Trust Co. of Western N. Y.; Vice President **Myron Kirk** (10.66%), vice president and 6% stockholder of Kudner Inc., advertising agency; Treasurer **Paul A. Schoellkopf Jr.** (10%), director Marine Trust Co. of Western N. Y., real estate and investment broker; Secretary **Jacob Frederick Schoellkopf IV** (10%), investment banker, and ex-U. S. Sen. **Herbert R. O'Connor** (1.33%), stockholder in WCAO-AM-FM Baltimore, Md. Grant was made possible through merger agreement whereby WGR Buffalo is sold to permittee for $1.4 million and option is given to former competitors Victory Tv Corp. and WHLD to purchase part ownership in new tv venture. WHLD will be disposed. Granted April 8.

Fayetteville, N. C.—Fayetteville Bcstrs. Inc. (WFLB), granted uhf ch. 18 (494-500 mc); ERP 94 kw visual, 53.2 kw aural; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost $185,213, first year operating cost $73,620, revenue $70,000. Post office address P. O. Box 512, Fayetteville, N. C. Studio and transmitter location on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 35° 04′ 06″ N. Lat., 78° 54′ 10″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Harry B. Stein** (12½%), Vice President **Neill A. Currie Jr.** (12½%), Secretary-Treasurer **W. M. K. Bender** (12½%), **John W. Hensdale** (12½%), **John D. Curtis** (12½%), **R. B. Minges** (12½%), **T. D. Hatcher** (12½%) and **J. B. Stein** (12½%). Granted April 13.

Muskogee, Okla.—Tulsa Bcstg. Co., granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,020 ft., above ground 707 ft. Estimated construction cost $613,265, first year operating cost $294,400, revenue $347,000. Post office address 1850 South Boulder, Tulsa. Studio location 2900 block of Gibson St., Muskogee. Transmitter location Stone Bluff Twp., Wagoner Co., Okla. Geographic coordinates 35° 51′ 43″ N. Lat., 95° 46′ 01″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (56.5%), president, 49% common stock of Griffin Grocery Co., Muskogee; president, 49.5% common stock of Griffin Grocery Co. of Arkansas; president, 48% common stock of Denison Peanut Co., Muskogee; president, 54.5% common stock of Western Hardware Corp., Muskogee; president of applicant, licensee of KTUL-AM-FM Tulsa and KFPW-AM and KFPW-FM Fort Smith, Ark.; president, 57⅔% of common stock KOMA Inc., licensee of KOMA-AM-FM Oklahoma City; president, 53.58% common stock of Griffin Investment Co., Muskogee; president Griffin Foundation, a benevolent and charitable corporation, noncapitalized. **Marjory Griffin** (39-45%), holds average of 39-40% of common stock in each of above-mentioned firms. Grant was made possible by dismissal of competitive bids of KBIX Muskogee and Ashley L. Robinson. Latter receives $6,000 for expenses incurred. Granted April 8.

Existing Tv Stations . . .

ACTIONS BY FCC

WISH-TV Indianapolis, Ind.—Universal Bcstg. Co. granted STA to operate commercially on vhf ch. 8 for the period ending Sept. 28. Granted April 5; announced April 13.

KEDD (TV) Wichita, Kan.—KEDD Inc. granted modification of CP for uhf ch. 16 to change ERP to 257 kw visual, 138 kw aural; antenna height above average terrain 670 ft. Granted April 8.

WTLF (TV) Baltimore, Md.—United Bcstg. Co. of Eastern Md. granted modification of CP for uhf ch. 18 to change ERP to 21.4 kw visual, 12.6 kw aural; antenna height above average terrain 480 ft. Granted April 9.

WUNC-TV Chapel Hill, N. C.—U. of N. C. granted modification of CP for non-commercial educational vhf ch. 4 to change ERP to 100 kw visual, 60.3 kw aural; transmitter location to 7 miles WSW of Chapel Hill, Chapel Hill, N. C.; antenna height above average terrain 990 ft. Granted April 6; announced April 13.

KTEN (TV) Ada, Okla—Eastern Okla. Tv Co. granted STA to operate commercially on vhf ch. 10 for the period ending Aug. 16. Granted April 6; announced April 13.

KBMT (TV) Beaumont, Tex.—Tv Bcstrs, Inc. granted STA to operate commercially on uhf ch. 31 for the period ending April 20. Granted April 5; announced April 13.

STATIONS DELETED

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. FCC deleted tv station on uhf ch. 17. Deleted April 7; announced April 13.

KITO-TV San Bernardino, Calif.—KITO Inc. FCC deleted tv station on uhf ch. 18 at request of applicant. Deleted April 9.

KTCO (TV) Ft. Worth, Tex.—K. K. Kellam et al d/b as Tarrant County Tv Co. FCC deleted tv station on uhf ch. 20 at request of permittee. Deleted April 6.

APPLICATIONS

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co. seeks modification of CP for uhf ch. 30 to change ERP to 18.2 kw visual, 10.9 kw aural; transmitter location to Linder St. & Jernigan St., Jacksonville; antenna height above average terrain 428 ft. Filed April 6.

WBKB (TV) Chicago, Ill.—American Bcstg.-Paramount Theatres Inc. seeks modification of CP for vhf ch. 7 to change ERP to 158 kw visual; antenna height above average terrain 629 ft. Filed April 9.

KGVO-TV Missoula, Mont.—Mosby's Inc. seeks modification of CP for vhf ch. 13 to change ERP to 50.9 kw visual, 27.4 kw aural; antenna height above average terrain 2,030 ft. Filed April 9.

KGEO-TV Enid, Okla.—Streets Electronics Inc. seeks modification of CP for vhf ch. 5 to change transmitter location to 9.4 miles W of Enid, 0.34 mile S of U. S. Hwy 64; antenna height above average terrain 808 ft. Filed April 13.

Allentown, Pa.—Penn-Allen Bcstg. Co. seeks modification of CP for uhf ch. 67 to change ERP to 79.1 kw visual, 44.1 kw aural; transmitter location to 0.2 mile NE of Bauer Rock, about 3 miles SSE of Allentown; antenna height above average terrain 970 ft. Filed April 6.

WSPA-TV Spartanburg, S. C.—Spartan Radiocasting Co. seeks modification of CP for vhf ch. 7 to change transmitter location to Paris Mt., Greenville, S. C.; studio location to 224 E. Main St., Spartanburg; ERP to 200 kw visual, 120 kw aural; antenna height above average terrain to 1,182 ft. Filed April 8.

CALL LETTERS ASSIGNED

WSFA-TV Montgomery, Ala. — Montgomery Bcstg. Co., vhf ch. 12.

WSLA (TV) Selma, Ala.—Deep South Bcstg. Co., vhf ch. 8.

KRBB (TV) El Dorado, Ark.—South Ark. Tv Co., vhf ch. 10.

KPIC-TV El Centro, Calif.—Valley Empire Telecasters, uhf ch. 16. Changed from KELB (TV).

KTVI (TV) Nampa, Idaho—Idaho Bcstg. & Tv Co., vhf ch. 6. Changed from KFXD-TV.

KAKE-TV Wichita, Kan.—KAKE Bcstg. Co., vhf ch. 10.

WUSN-TV Charleston, S. C.—Southern Bcstg. Co., vhf ch. 2.

WBTW (TV) Florence, S. C.—Jefferson Standard Bcstg. Co., vhf ch. 8. Changed from WPDV (TV).

KTLV (TV) Rapid City, S. D.—Hills Bcstg. Co., vhf ch. 7.

KTLJ (TV) Houston, Tex.—Houston Tv Co., vhf ch. 13.

WACH-TV Newport News, Va.—Eastern Bcstg. Corp., uhf ch. 33. Changed from WACH (TV).

WMVT (TV) Montpelier, Vt.—WCAX Bcstg. Corp., vhf ch. 3.

Advertisement

From where I sit
by Joe Marsh

So They Stopped Baiting Each Other

If you want to hear a real hassle, listen to Cob James and Whitey Baker on the subject of trout fishing sometime. You'd think it was more important than *anything.*

Cob favors dry flies. Whitey pooh-poohs anything but wet flies. Cob swears by a Fan-Wing Royal Coachman; Whitey won't hear of anything but a Silver Doctor. And so it goes—they can't even get together on steel rods versus bamboo rods.

But on Saturday, each got back from Fox Creek with a catch that couldn't have differed by more than a couple of ounces! Then over a friendly glass of beer, they allowed as how maybe they were *both* right . . . which is how so many arguments should end.

From where I sit, life would be a whole lot pleasanter if we all respected one another's opinions—whether about trout flies, or having a glass of beer, or voting. After all, every single one of us has a right to follow his own line of thinking.

Joe Marsh

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New Am Stations . . .

ACTION BY FCC

Naples, Fla.—Collier County Bcstrs. Inc., granted 1430 kc, 500 w daytime. Estimated construction cost $21,975, first year operating cost $36,000, revenue $42,000. Principals include **News-Press Pub. Co.** (58%), publisher of *Ft. Myers News-Press* (Fla.), and President **Michael Chance** (40%), general manager and 40% owner *Collier County News*, Naples. Post office address % Michael Chance, *Collier County News*, Naples. Granted April 14.

APPLICATIONS

Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood & Charles W. Stratton d/b as Pennyrile Bcstg. Co., 1480 kc, 1 kw daytime. Post office address % Charles W. Stratton, Box 110, Russellville, Ky. Estimated construction cost $15,662, first year operating cost $36,000, revenue $60,000. Principals in general partnership include **A. W. Wood** (⅓), printing and ⅓ partner *Kentucky New Era*, Hopkinsville; **Thomas F. Wood** (⅓), printing and ⅓ partner *Kentucky New Era*, and **Charles W. Stratton** (⅓), ¼ partner WRUS Russellville, Ky. Filed April 6.

Hattiesburg, Miss.—Robert M. Keith Jr. & Benny L. Blackledge d/b as Hattiesburg Bcstg. Co., 950 kc, 1 kw daytime. Post office address % Robert M. Keith Jr., 339 Willisville Blvd., Laurel, Miss. Estimated construction cost $15,926, first year operating cost $39,600, revenue $25,200. Principals in general partnership include **Robert M. Keith Jr.** (½), and **Benny L. Blackledge** (½). Messrs. Keith and Blackledge are in the sales and service of radio-tv receivers. Filed April 9.

APPLICATION AMENDED

Las Vegas, Nev.—B. Floyd Farr, George Snell & Robert J. Blum d/b as Radio Nevada amends application for new am station on 1230 kc 250 w unlimited to specify 1240 kc. Filed April 6.

Existing Am Stations . . .

ACTION BY FCC

KJFJ Webster City, Iowa—Land O'Corn Bcstg. Co. granted authority to sign-off at 6:30 p.m. CST, during the months of April through August. Granted April 5; announced April 13.

WFGM Fitchburg, Mass. — Wachusett Bcstg. Corp. granted authority to sign-off at 6 p.m. EST from April 25 through Aug. 31. Granted April 9; announced April 13.

STATION DELETED

Kane, Pa.—Hilltop Management Corp. FCC deleted CP for new am station on 960 kc 500 w daytime at request of applicant. Deleted April 8.

APPLICATIONS

WHBS Huntsville, Ala.—Huntsville Times Co. seeks modification of CP for 1550 kc to change from directional day and night to directional night only. Filed April 6.

KEEN San Jose, Calif.—United Bcstg. Co. seeks CP to increase daytime power from 1 kw to 5 kw on 1370 kc. Filed April 8.

WRFC Athens, Ga.—Radio Athens Inc. seeks CP to increase daytime power on 960 kc from 1 kw to 5 kw. Filed April 12.

New Fm Stations . . .

ACTION BY FCC

Corpus Christi, Tex.—International Radio Co. granted CP for new fm station on ch. 238 (95.5 mc); ERP 2 kw; antenna height above average terrain 280 ft. Granted April 14.

Existing Fm Stations . . .

ACTIONS BY FCC

KFAC-FM Los Angeles, Calif.—Los Angeles Bcstg. Co. granted CP to change ERP from 8.8 kw to 17.5 kw; antenna height above average terrain to 2,820 ft. Granted April 14.

WEQR (FM) Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted CP to change to ch. 243 (96.9 mc). Granted April 7; announced April 13.

KCMC-FM Texarkana, Tex.—KCMC Inc. granted CP to change ERP to 1.4 kw and antenna height above average terrain to 275 ft. Granted April 14.

WHSA (FM) Madison, Wis.—State of Wis. State Radio Council granted CP to change ERP to 38 kw; antenna height above average terrain 450 ft. Granted April 7; announced April 13.

STATION DELETED

KFEL-FM Denver, Colo.—Eugene P. O'Fallon Inc. granted request to cancel license and delete fm station on ch. 247. Deleted April 8; announced April 13.

Ownership Changes . . .

ACTIONS BY FCC

KNOG Nogales, Ariz.—Old Pueblo Bcstg. Co. granted voluntary assignment to Charles F. and Alice B. Montano for $19,335. Mr. and Mrs. Montano are owners of Phoenix Advertising Co. Granted April 14.

WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WRAD Radford, Va.; WHRN (TV) Dover, Del.—Rollins Bcstg. Inc., granted voluntary acquisition of negative control by O. Wayne Rollins through purchase of 16.7% interest for $12,500. Mr. Rollins will now own 50%. Granted April 14.

WAMS Wilmington, Del.—Wilmington Tri-State Bcstg. Co. granted assignment of license to Rollins Bcstg. Inc. for $5,000 and assumption of obligations totaling $105,000. Rollins operates WRAD Radford, Va.; WJWL Georgetown, Del.; WNJR Newark, N. J., WRAP Norfolk, Va., and is permittee for WHRN Dover, Del. Rollins proposes to dismiss its bid for new am station in Wilmington. Granted April 14.

WBBQ Augusta, Ga.—Savannah Valley Bcstg. Co. granted voluntary transfer of control to Gladys M. Bennett, Thurston Bennett, George M. Scott and John D. Watkins, through purchase of 41.2% interest by Mrs. Gladys M. Bennett for $33,020. Principals are **Mrs. Bennett** (41.2%), **Thurston Bennett** (8.7%), radio sales; Vice President **John Watkins** (3.9%), general manager WBBQ, and Secretary **George W. Scott** (4.3%). Granted April 14.

WAIT Chicago, Ill.—Radio Station WAIT granted voluntary assignment of license for $271,000 for 78% interest. Principals are all former owners of WSBC Chicago. They are: **Oscar Miller** (18%); **Julius Miller** (18%); **Bertha L. Miller** (18%); **Gertrude Miller** (18%), and **William T. McNeill** (6%). Granted April 14.

WFLW Hodgenville, Ky.—Lincoln Memorial Bcstg. Co. granted assignment of CP to V. R. Anderson for $1,010 to cover expenses. Granted April 14.

KSHE Shreveport, La.—S. A. Chesley tr/as Shreveport Bcstg. Co. granted assignment of CP for am station on 1480 kc, 1 kw daytime to Audiocasting Inc. for $2,924. Principals include President **Joe Cudd Monroe** (100%), employe, KCIJ Shreveport; Vice President **Glenn O. Smith,** restauranteur; Secretary **William M. Cady III,** attorney; and Treasurer **Milton Pope Burke,** accountant. Granted April 14.

WOCN-TV Atlantic City, N. J.—Matta Enterprises granted assignment of CP for uhf ch. 52 to David E. Mackey for $10,446 to cover expenses. Mr. Mackey is in real estate and land development. Granted April 14.

KENM Portales, N. M.—Plains Bcstg. Co. granted voluntary transfer of control to John Burroughs and Leola Randolph through sale of all stock for $25,000. Miss Randolph is manager KENM and Mr. Burroughs is associated with peanut milling. Granted April 14.

WNEW New York, N. Y.—WNEW Inc. granted assignment of license to WNEW Bcstg. Co. for $1,608,750. Principals include President **Richard D. Buckley** (25%); Vice President **Harry R. Playford** (16⅔%), banker; Secretary-Treasurer **Horace L. Lohnes** (25%), Washington attorney, 24.9% stockholder WDZ Decatur, Ill.; 19.73% stockholder KXEL-AM-FM Waterloo, Iowa, and 23.75% stockholder KFBI Wichita, Kan.; **Ed. C. Wright** (16⅔%), real estate and securities, and **H. W. Holland** (16⅔%), attorney and banker. Granted April 14.

WDEF-AM-TV Chattanooga, Tenn.—WDEF Bcstg. Co. granted transfer of control to Moses Lebovitz and others in stock transaction. Granted April 14.

KXLY-AM-TV Spokane, Wash.—Symons Bcstg. Co., Northern Pacific Tv d/b as KXLY-TV, granted voluntary assignment of CP for ch. 4 outlet to Northern Pacific Tv Corp. No consideration involved as purpose of application is to remove subsidiary Symons Bcstg. Co. Standard outlet will be owned by Northern Pacific Radio Corp. Granted April 13.

APPLICATIONS

KDAS Malvern, Ark.—Malvern Bcstg. Co. seeks transfer of negative control to Charles W. Perry Jr., and Raymond E. Peebles through sale of 50% interest for $19,001. Filed April 8.

KIPA Hilo, Hawaii—Big Island Bcstg. Co. seeks voluntary transfer of control of Aloha Bcstg. Co., (KHON Honolulu), majority stockholder of licensee to Bryson Ross Gardner. Transfer results from Mr. Gardner's purchase of 51% of KHON. Filed April 6.

KHON Honolulu, Hawaii—Aloha Bcstg. Co. granted transfer of control to Bryson Ross Gardner through sale of 51% interest for $5,550. Filed April 6.

WHAV Haverhill, Mass.—The Haverhill Gazette Co. seeks voluntary assignment of license to WHAV Bcstg. Co. for $38,000. Principals include **Edward Cetlin** (50%), retail childrens clothing stores; **Henry R. Silver** (25%), and **Morris Silver** (25%). Messrs. Henry and Morris Silver are associated in wholesale beverage and soft drink business. Filed April 8.

KSGA Cottage Grove, Ore.—Coast Fork Bcstg. Co. seeks transfer of control to Orla M. Bagley through sale of all stock for $27,200. Mr. Bagley is in sales of pole and piling. Filed April 6.

KFST Ft. Stockton, Tex.—V. T. Anderson, E. W. Anderson, Clyde E. Thomas and George T. Thomas d/b as Ft. Stockton Bcstg. Co. seeks assignment of CP for new am on 860 kc to Clyde E. Thomas and George T. Thomas d/b as Ft. Stockton Bcstg. Co. for $3,000. Messrs. Clyde and George Thomas will each own 50% interest. Filed April 8.

KDSK Denison, Tex.—B. V. Hammond Jr., & L. Hendrick d/b as Radio Station KDSK seek voluntary assignment of license to KDSK Inc. No consideration involved as each partner retains identical interest in new corporation. Filed April 12.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. seeks transfer of control to Jerry P. Geehan through sale of 140 shares for $8,500. Mr. Geehan is general manager of KMO-AM-TV Tacoma. Filed April 12.

WGKV-AM-FM Charleston, W. Va.—Kanawha Valley Bcstg. Co. seeks transfer of control to Lawrence H. Rogers II, and 6 others through sale of 145 shares of stock for $25,000. Remaining shares will be redeemed by licensee for $50,000. Principals include **Lawrence H. Rogers II** (20%),

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vice president-manager WSAZ-AM-TV Huntington, W. Va.; **Leroy E. Kilpatrick** (10%), vice president WSAZ; **Robert D. C. Long** (10%); **William D. Birker** (25%), vice president Huntington Pub. Co. and WSAZ; **Edward H. Long** (15%), director Huntington Pub. Co. and WSAZ; **J. H. Long** (5%), director Huntington Pub. Co. and WSAZ, and **Eugene Katz** (10%), associated with Katz Agency, national advertising representative. Filed April 7.

WCHS-TV Charleston, W. Va.—The Tierney Co. seeks assignment of CP for new tv station on vhf ch. 8 to WCHS-TV Inc. Purpose of application is to carry out merger agreement for the ch. 8 facility whereby WCAW Charleston, obtained option to purchase 40% interest. Filed April 12.

Hearing Cases . . .

INITIAL DECISIONS

St. Louis, Mo.—New tv, vhf ch. 4. FCC hearing examiner Claire W. Hardy issued initial decision looking toward grant of the application of KWK, for CP for new tv station on ch. 4 in St. Louis, Mo.; engineering condition and subject to the conditions that the grant is without prejudice to any action the Commission may take with respect to any future application which may be filed to effectuate the agreement between the stockholders of KWK, and KXOK and stockholder or subscribers to capital stock of Missouri Valley Tv Co., and that no interest in KWK shall be transferred to KXOK, Elzey M. Roberts Sr., or to any member of his family if any one of them shall then own an interest direct or indirect in any standard broadcast station in St. Loius, Mo., without the prior written approval of the Commission. Action April 13.

Wausau, Wis.—New tv, vhf ch. 7. FCC hearing examiner Charles J. Frederick issued initial decision looking towards grant of the application of Wisconsin Valley Tv Corp. for new tv station on ch. 7 in Wausau, Wis., engineering condition. Competing application of WSAU (Docket 10907) was dismissed without prejudice on April 6. Action April 9.

OTHER ACTIONS

KXEL Waterloo, Iowa—Class I-B Facility. By report and order, the Commission finalized its rule-making proposal of Nov. 30, and designated 1540 kc as a Class 1-B am channel in the U. S., as provided for under the terms of the North American Regional Broadcasting Agreement, effective 30 days after publication in the *Federal Register*. Comrs. Hennock, Bartley and Lee dissented. The effect is to make KXEL Waterloo, Iowa, the dominant station on that channel. Other existing stations on that channel are not required to make any changes. Action April 8.

WELO Tupelo, Miss.—Tupelo Bcstg. Co. FCC designated for hearing application to change from 1490 kc 250 w unlimited to 580 kc 500 w night, 1 kw daytime, unlimited, directional; made WHBQ and WREC, both of Memphis, Tenn., parties to proceeding. Action April 14.

Jefferson City, Mo.—Vhf ch. 13 proceeding. FCC scheduled for hearing on May 14 the applications of The L.H.P. Co., Capitol Tv Corp., and Jefferson Tv Co. for new tv station on vhf ch. 13. Action April 14.

St. Louis, Mo.—Vhf ch. 11 proceeding. FCC by order, granted request of CBS filed Dec. 28, for waiver of Section 1.361(c) and 1.362 of the rules so as to remain in proceeding; denied motions of St. Louis Telecast Inc., and 220 Tv Inc., for dismissal of Columbia's application for tv ch. 11 in St. Louis, Mo., and denied request of 220 Tv Inc. for enlargement of the hearing issues. Comr. Hennock dissented. Action April 13.

St. Louis, Mo.—Vhf ch. 4 proceeding. FCC Comr. Rosel H. Hyde granted petition of KXOK and Missouri Valley Tv Co. for dismissal without prejudice of their application and retained in hearing application of KWK. Action April 13.

WCUE Akron, Ohio—FCC by order, granted motion filed Feb. 5 by WCUE Akron, Ohio, to enlarge the issues in proceeding involving its application to change operation from daytime only to unlimited time, with power of 1 kw day and 500 w night on 1150 kc, employing different directional antennas day and night. Action April 13.

Tv Allocation—Uhf ch. 68 to Petaluma, Calif. By report and order, pursuant to rule making proceedings issued Feb. 25, the Commission amended the table of tv assignments and assigned ch. 68 to Petaluma, Calif., in lieu of ch. 56, in response to a petition filed by Delta-Sierra Educational Tv Corp., Stockton, Calif. The change becomes effective 30 days after publication in the *Federal Register*. Action April 8.

Memphis, Tenn.—FCC by order denied petition filed Feb. 19 by Tri-State Bcstg. Service to add issue in the proceeding involving its application and that of Southern Bcstg. Service, for new am stations on 730 kc in Memphis, Tenn., and application of KNBY Newport, Ark., to shift from 1280 to 730 kc. Action April 13.

Big Spring, Tex.—Vhf ch. 4 proceeding. FCC scheduled for hearing on May 14 the applications of KBST and Texas Telecasting Inc. for new tv station on vhf ch. 4. Action April 14.

San Antonio, Tex.—Vhf ch. 12 proceeding. FCC scheduled for hearing on May 14 the applications of Mission Telecasting Corp. and The Walmac Co. for new tv station on vhf ch. 12. Action April 14.

KTRH Houston, Tex.—By order, the Commission dismissed as moot petition for relief filed by KTRH, and granted petition filed by the Chief Broadcast Bureau, to enlarge the issues in proceeding involving applications of KTRH for change in daytime DA system and Texas Star Bcstg. Co. for new am station in Houston, Tex. (740 kc), to include an issue with respect to radiations in the KRTH proposal. Action April 13.

Seattle, Wash.—Vhf ch. 7 proceeding. FCC by memorandum opinion and order, denied petition filed Dec. 10, by Queen City Bcstg. Co. for enlargement of the issues on applications for tv ch. 7 in Seattle, Wash.; further ordered that that part of the hearing examiner's memorandum opinion and order of Jan. 27, which denied petitions of Puget Sound Bcstg. Co. and KXA for leave to amend their applications regarding antenna proposals, be reversed, and in all other respects the said memorandum opinion and order be affirmed. Action April 13.

Huntington, W. Va.—Vhf ch. 13 proceeding. FCC by orders, dismissed petitions filed Feb. 15-16 by Greater Huntington Radio Corp. requesting enlargement of issues in proceeding involving its application and those of The Ashland Bcstg. Co. and Huntington Bctg. Corp. for new tv stations in Huntington, W. Va., on ch. 13. Action April 13.

Wausau, Wis.—WSAU Inc. (WSAU). FCC Comr. Robert T. Bartley granted petition to dismiss without prejudice its application for new tv station on vhf ch. 7. Retained in hearing bid of Wis. Valley Tv Corp. Action April 8.

Hearing Calendar . . .

April 20

Cheboygan, Mich.—New am, 1240 kc, before Examiner Charles J. Frederick—Richard E. Hunt tr/as Straits Bcstg. Co., Midwestern Bcstg. Co.

Ft. Scott, Kan.—New am,, 1370 kc, prehearing conference before Examiner William G. Butts—Lloyd C. McKenney & John J. Daly d/b as Carthage Bcstg. Co., KWRT Boonville, Mo.

April 21

Bristol, Va.-Tenn.—Vhf ch. 5, further hearing before Examiner Isadore A. Honig—Appalachian Bcstg. Corp., Tri-Cities Tv Corp.

Ft. Smith, Ark.—Vhf ch. 5, further hearing before Examiner Annie N. Huntting—American Tv Co., George T. Hernreich.

April 22

Rockford, Harvard, Evanston, Ill.—1600-1590 kc, before Examiner J. D. Bond—Vincent S. Barker & Howard H. Monk d/b as Winnebago Bcstg. Co., Esther Blodgett, WNMP Evanston, WTVH Peoria.

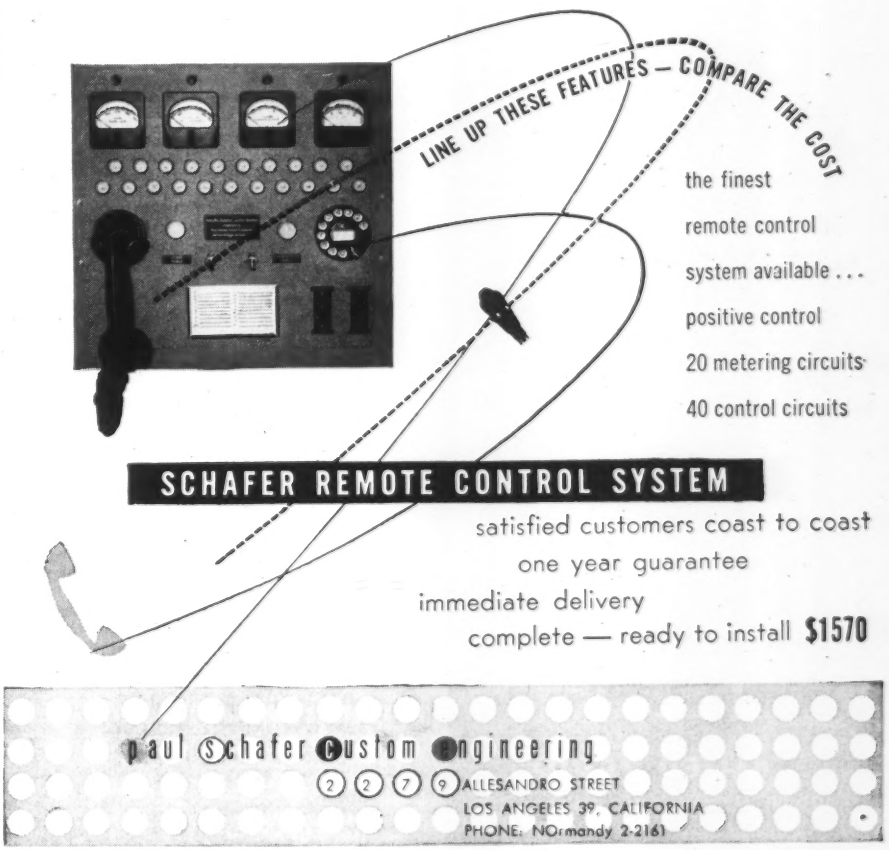
Ft. Scott, Kan.—New am, 1370 kc, before Examiner William G. Butts—Lloyd C. McKenney & John J. Daly d/b as Carthage Bcstg. Co., KWRT Boonville, Mo.

April 23

Mansfield, Ohio—Uhf ch. 36, further hearing before Examiner William G. Butts—Mansfield Journal Co., Fergum Theatres Inc.

Hastings, Neb.—Vhf ch. 5, before Examiner Charles J. Frederick—Seaton Pub. Co., Strand Amusement Co.

Buffalo, N. Y.—Vhf ch. 7, before Examiner H. Gifford Irion—WKBW, WWOL, Community Tv Co., Great Lakes Tv Inc.



Routine Roundup . . .

April 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WIBV, Belleville Bcstg. Co., Belleville, Ill., Franklin County Bcstg. Co., Washington, Mo.—Dismissed as moot motion filed by WIBV to enlarge the issues in this proceeding (Dockets 10850-52).

By Hearing Examiner Isadore A. Honig

Bristol, Va. & Tenn., Appalachian Bcstg. Corp., Tri-Cities Tele. Corp.—Granted petition of Appalachian for leave to amend its tv application for ch. 5 (Docket 10879; BPCT-850), so as to substitute new transmitter site. (Action taken 4/6.)

By Hearing Examiner Claire W. Hardy

Denied motion of WREC Memphis, Tenn., to quash or change notice of taking depositions in re proceeding for ch. 3 (Dockets 10761-62); and ordered that said proposed depositions be restricted to periods subsequent to Jan. 1, 1951, and prior to Sept. 1, 1953.

By Hearing Examiner Elizabeth C. Smith

Peoria, Ill., WMBD Inc., WIRL Tv Co.—Granted request of WMBD that certain specified corrections be associated with and made part of its proposed findings re proceeding for tv ch. 8 (Dockets 10541-42).

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp., Huntington Bcstg. Corp.—Ordered that the time for informal exchange of points of reliance between the parties in proceeding re ch. 13 (Dockets 10863-65), be postponed from April 5 to April 12; that the formal presentation of said points of reliance to the examiner and exchange of certain stipulations be postponed to April 16, and commencement of the taking of testimony is postponed from April 26 to May 3.

By Hearing Examiner James D. Cunningham

Granted motion of the Chief of the Broadcast Bureau, to stay the progress of hearing in re applications of Biscayne Television Corp., et al, for ch. 7 in Miami, Fla. (Dockets 10854 et al), and said hearing proceedings are stayed, pending publication of the Commission's decision on the appeal of moving party, filed March 29, from certain rulings of the Examiner relating to points of reliance of the four competing applicants.

By Hearing Examiner Thomas H. Donahue

Issued an order governing course of hearing in re applications of Queen City Bcstg. Co., et al, for ch. 7 in Seattle, Wash. (Docket 9030 et al).

By Hearing Examiner William G. Butts

James Gerity Jr., Pontiac, Mich.—Gave notice of a prehearing conference to be held April 9 in re application for am construction permit (Docket 10346).

By Hearing Examiner Fanney N. Litvin

Hartford, Conn., The Travelers Bcstg. Service Corp., Hartford Telecasting Co.—Granted petition of Hartford Telecasting Co. for leave to amend its application for ch. 3 (Docket 10699; BPCT-1540), so as to reflect the resignation of Dexter D. Coffin and Mrs. Charles J. Zimmerman as directors of said corporation.

By Hearing Examiner Herbert Sharfman

Granted motion of WBIR that Richard Stair, a member of the Bar of the Supreme Court of the State of Tenn., be admitted to practice before the Commission *pro hac vice*, in re proceeding for ch. 10 in Knoxville (Docket 10512 et al).

By Hearing Examiner Charles J. Frederick

Issued an order that the parties in the proceeding re ch. 12 in Jacksonville, Fla.—City of Jacksonville, et al—(Docket 10833 et al), shall submit final drafts of their points of reliance to each other and to the Examiner on April 13; and a further hearing conference in this proceeding will be held April 13. (Action taken 4/7.)

Wausau, Wis., WSAU Inc., Wisconsin Valley Tv Corp.—Ordered the record in this proceeding re ch. 7, closed (Dockets 10907-08). (Action of 4/7.)

Wisconsin Valley Tv Corp., Wausau, Wis. — Granted motion for leave to amend its application for ch. 7 (Docket 10908), to include an agreement entered into between Wis. Valley and WSAU. (Action taken 4/5.)

By Hearing Examiner Annie Neal Huntting

Killeen, Tex., Highlite Bcstg. Co.—Granted request that Tom C. Wilkinson, a member of the Bar of the State of Texas, be admitted to the Bar of the Commission, *pro hac vice*, for the purpose of participating in the taking of depositions at Brownwood, Tex., on April 9, re application of Highlite (Docket 10123).

April 9 Applications

ACCEPTED FOR FILING

License for CP

KBMI Henderson, Nev., Moritz Zenoff—License to cover construction permit (BP-8687) as modified, which authorized new standard broadcast station (BL-5252).

Modification of CP

WPET Greensboro, N. C., Wayne M. Nelson — Modification of construction permit (BP-8549), as modified, which authorized new standard broadcast station for extension of completion date (BMP-6489).

Renewal of License

WKAI Macomb, Ill., The Macomb Bcstg. Co. (BR-1582); WWOL Buffalo, N. Y., Greater Erie Bcstg. Co. (BR-1745); WCBA Corning, N. Y., Wellsboro Corning Bcstg. Advertisers Inc. (BR-2327).

WPRO-FM Providence, R. I., Cherry & Webb Bcstg. Co.—Modification of construction permit (BPH-1784 to make changes) for extension of completion date (BMPH-4905).

Modification of CP

WIUC Urbana, Ill., University of Ill.—Modification of construction permit (BPED-161) as modified for extension of completion date (BMPED-278).

WNEM-TV Bay City, Mich., North Eastern Mich. Corp.—Mod. of CP (BPCT-1763) as mod., which authorized new tv station for extension of completion date to 11-2-54 (BMPCT-2043).

WNBF-TV Binghamton, N. Y., Clark Associates Inc.—Mod. of CP (BPCT-770) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 11-6-54 (BMPCT-2040).

KPTV (TV) Portland, Ore., Empire Coil Co.—Mod. of CP (BPCT-925) as mod., which authorized new tv station for extension of completion date to 10-5-54 (BMPCT-2045).

WCOS-TV Columbia, S. C., Radio Columbia — Mod. of CP (BPCT-1074) as mod., which authorized new tv station for extension of completion date from 4-30-54 (BMPCT-2041).

WTVR (TV) Richmond, Va., Havens and Martin Inc.—License to cover CP (BMPCT-602) as mod. which authorized changes in facilities of existing tv station (BLCT-193).

WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.—Mod. of CP (BPCT-1304) as mod., which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-2049).

WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Co.—Mod. of CP (BPCT-1030) as mod., which authorized new tv station for extension of completion date to 7-26-54 (BMPCT-2048).

KXLF-TV Butte, Mont., Television Montana—License to cover CP (BPCT-1253 as mod.) which authorized new tv station (BLCT-195).

License for CP

WBTV (TV) Charlotte, N. C., Jefferson Standard Bcstg. Co.—License to cover CP (BPCT-805) as mod. which authorized changes in existing tv station (BLCT-196).

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1388) as mod., which authorized new tv station for extension of completion date to 10-11-54 (BMPCT-2050).

April 13 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of April 9

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WXOK Baton Rouge, La.; KRIS Corpus Christi, Tex.; WBMD Baltimore, Md.; WAGH Newport News, Va.; WCPO Cincinnati, Ohio; WDOT Burlington, Vt.

Granted License

KOTS Deming, N. M., Luna County Bcstg. Co.—Granted license for am broadcast station; 1230 kc, 250 w, D (BL-5239).

WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc.—Granted license for use of old main transmitter as alternate main transmitter (BL-5240).

(Continued on page 116)

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Help Wanted

Managerial

Sales manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Chicago headquarters. Box 922C, B•T.

Execellent major market management-ownership opportunity in western states. Modest cash investment now would give share of new station to manager with sales ability and knowledge of aggressive and successful independent operation. Requires rare combination of excellent sales ability, age under 40 and high personal integrity. Ownership is experienced and successful in radio business. Resume to Box 41D, B•T.

Experienced station manager for small west Tennessee station. Also sales manager—new station. Excellent opportunity for advancement with progressive organization. The Dixie Network, P.O. Box 309, Jackson, Tennessee.

Salesmen

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

This vhf sales job is **not** permanent! If you don't progress rapidly to $10,000. a year, we don't want you. We insist on success and will pay well for it. If you're good, you'll move upward within our company; if you're not good, you're out! We are a good team in small and competitive market, CBS affiliated in radio. Box 7D, B•T.

Experienced salesman to sell in competitive market. Must be strong on sales and ideas. Send all replies to Box 12D, B•T.

Are you an order taker or salesman? If interested in local sales for am radio station in city over 100,000, south, write Box 59D, B•T.

WJXN, in Jackson, Mississippi interested in man or woman who has been, or wants to get into radio sales. Good station and market. Write at once.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Salesman at once. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Aggressive selling manager for full-time Mississippi delta station with outstanding potential. New ownership seeking man with successful small or medium station experience. Send full resume and photo to Box 1511, Meridian, Mississippi.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Good all-around sports play-by-play announcer and air salesman wanted by California major network station. Medium sized community. Excellent opportunity for right man. Box 8D, B•T.

Staff announcer-news writer. Experienced beat reporter who can do air work wanted by 1000 watt daytimer near Chicago. Personal interview required. State age, experience. Box 30D, B•T.

Aggressive morning personality for NBC regional, plus staff man with news background. Ability determines income. Send tape and resume. Box 40D,B•T.

Comedy DJ—"yock-it-up". Actor's delivery on "one-liners" and quips. Natural flair for humor. Acting experience. Single. Pa., N. Y., Great Lakes area. Box 56D, B•T.

Help Wanted—(cont'd)

Announcer with or without ticket. Emphasis on announcing, top salary. Also girl copywriter, some air work. KBOY, 43 North Peach Street, Medford, Oregon.

Need first class engineer-announcer. Must be able to do transmitter maintenance and DJ show. Send audition and engineering background. Good opportunity for steady family man. Basic NBC affiliate in midwest. Box 67D, B•T.

Capable radio announcer, top salary, familiar with control board. Send photograph and audition tape, Radio Station KMLB, Monroe, La.

Experienced, like small, friendly town. References. First class ticket desirable. WDSR, Lake City, Florida.

Announcer, independent, news, hillbilly, popular, race shows. 40 hours. Chance to complete college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Announcer—first class engineer needed by 1kw-independent. Excellent opportunity for young ambitious announcer with first ticket. Vacation and sick leave. Send audition tape and salary requirements to Station WTIM, Taylorville, Illinois.

Broadcast teachers wanted to start in July. $85. to start with raises. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Combination announcer engineer wanted for full-time deep south delta operation. Good pay and pleasant working conditions. Send resume to Box 1511, Meridian, Mississippi.

Technical

Need engineer-announcer for Arizona Network kilowatt. Resume to Box 951C, B•T.

Chief engineer—strong on announcing. Must take board shift, 40 hour week. Excellent opportunity in California. Send all details and photo first letter and audition tape. $390.00. to start. 1000 watt station. Box 967C, B•T.

Established progressive indie has opening for chief with am know-how. Permanency. Box 17D, B•T.

Chief engineer — established midwest network affiliate with tv grant. State qualifications, experience first letter. Immediate opening. Choice location. Box 38D, B•T.

Transmitter engineer—established midwest network affiliate with tv grant. State qualifications, experience, first letter. Immediate opening. Choice location. Box 39D, B•T.

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work, if desired). Send resume indicating experience, education and salary expected. Box 64D, B•T.

Chief engineer for 5000 watt daytime station. KLIK, Jefferson City, Missouri.

Combo WNNT Warsaw, Virginia, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

First engineer, network station. Apply WSYB, Rutland, Vermont.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Opportunity, male copywriter. Some announcing. Submit samples. Texas. Box 952C, B•T.

If you can write, want to write, and will write commercial copy, send samples and complete background in first letter. An excellent job for someone who has what we want. Daytime, independent in midwest. Salary open. Box 57D, B•T.

Local newsman. $70. to $80. to start. Interest and ability in this field essential. Immediate opening. Box 63D, B•T.

Help Wanted—(cont'd)

Production manager, with 4 or 5 years experience wanted for 5000 watt CBS affiliate. For 48 hour week—$78.00. Must be experienced board announcer, approx. 30 years old, capable of handling personnel. Knowledge of music essential. KGVO, Missoula, Montana.

Wanted immediately: Copywriter, either male or female. Send complete details, WCVS, Springfield, Illinois.

Experienced continuity writer — preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.

Radio news reporter, to edit and compile newscasts local reporting essential—means some shoe leather must be used. Excellent spot for the right person in modern working conditions. Write Maurice K. Henry, General Manager, Daily News and WMIK, Middlesboro, Kentucky.

Copywriter—for radio and tv. Radio commercial copy experience required. Send personal resume, photo and copy samples to: Continuity Director, Stations WOOD & WOOD-TV, Grand Rapids, Michigan.

Television

Help Wanted

Salesmen

Hard hitting aggressive salesman for midwest television station. First 15 markets. 20% commission. No ceiling on earnings. Box 881C, B•T.

Production-Programming, Others

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample, salary. Box 882C, B•T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Problem Station? I'll make it profitable for working interest. West or south. Box 912C, B•T.

Mr. Owner, here's your man: integrity; reliability; industry; imagination. Eight years experience, three years managing independent and network operations. 37; family; active civic, fraternal organizations; experienced writer, announcer, salesman, presently manager; specialize minimum-cost, maximum-revenue operation. Prefer west or midwest. Box 34D, B•T.

Top advertising executive. Exceptional background in radio, television and industrial advertising. Now ready for station managership or top agency work. Broad experience in all phases radio—from copy to sales. Same in tv-plus film production and creation. Knows sales promotion, merchandising and advertising. Has proven record of results. Over 10 years diversified experience. Presently employed but cannot exercise integrity. Will relocate. Prefers small market, small station management or small agency to make diversification of talents advantageous. If you need help—this TOP MAN will meet any requirements you specifiy. Box 47D, B•T.

Salesmen

Experienced married commercial manager desires contact with Florida station, one with CP considered, am or tv, to discuss possibilities of association. Experienced all phases of operation, am and tv. Box 9D, B•T.

Account executive-employed. Five years radio sales experience. Envious reputation. Successful! Desires change. N. Y., Philadelphia. Box 27D, B•T.

Salesman-announcer. 6 years experience, details by return mail. Box 62D, B•T.

Success-bound salesman, college graduate, 30, single, inexperienced selling. Anywhere. Box 65D, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Situations Wanted—(cont'd)

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey show. Third class ticket. No experience. Box 884C, B•T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 902C, B•T.

Experienced announcing-sales. References. Married. Reliable. Upper midwest preferred. Box 963C, B•T.

Announcer. Ambitious. Reliable. Excellent references. Progressive station anywhere. Box 964C, B•T.

Experienced announcer. Good references. Single. Draft exempt. Network affiliate. Box 966C, B•T.

Deejay. Employed million market independent. College graduate, 26, veteran. Seeks northeast Box 6D, B•T.

Experienced announcer—draft exempt—excellent references—progressive station—preferably south. Box 14D, B•T.

Announcer—summer relief. Experienced news, music, commercial, combo. Tape available. Box 21D, B•T.

Announcer — Experienced, presently employed, needs permanent position with good station. Box 28D, B•T.

Announcer-newscaster. Experienced, competent, reliable. Can double as news editor, program director, assistant to manager. Box 33D, B•T.

Country music DJ—complete knowledge of music and artists. South preferred. Box 35D, B•T.

Wanted, change for the better . . . willing, able. 4½ years staff . . . one year program director. Experience all phases radio except play-by-play. Married. Available April 15. Box 42D, B•T.

Staff announcer, five years present position, desires change. Play-by-play a must. 27, married, veteran. Box 43D, B•T.

15 years experience—single—33—currently doing late hour DJ show. Prefer to get in on ground floor tv-radio-tv operation. Radius 150 miles of Cleveland—Personal audition. Box 44D, B•T.

Staff announcer, excels in news and DJ. Can work board. Desires position in midwest. Veteran, age 25, married. Graduate Midwestern Broadcasting School. Box 45D, B•T.

College and broadcasting school graduate. Experienced speaker, news, radio writing and music programming. Announcing, news, continuity and music. East. Available immediately. Box 46D, B•T.

Announcer-station staff, commercials strong, news, sports interest. Platters smooth with ad-lib. Limited experience, conscientious, dependable, single, veteran, travel. Resume, tape. Box 49D, B•T.

Negro announcer, broadcasting school graduate, good voice, ambitious, determined to do well. Single. DJ, commercials, MC. Light experience, news. Box 50D, B•T.

Announcer-staff connection-news, commercials. Strong sports, music background. Single, dependable. Veteran. Experience light, future bright. Will travel. Tape, resume. Box 51D, B•T.

Announcer-light experience-good potential-strong news, smooth DJ; commercials. Permanent station staff, veteran, single, reliable. Available, travel, resume, tape, references. Box 52D, B•T.

Alert announcer, light experience. Strong DJ, news, sports, commercials, board. Available now, disc, tape. Box 53D, B•T.

Negro DJ announcer. Newscaster. Recent Cambridge Radio School graduate, N.Y.C. Draft exempt. Relaxed DJ personality, strong selling. Free to travel, audition tape and resume on request. Ambitious and will work diligently. Box 54D, B•T.

Experienced in sports, news, DJ-play-by-play. Excellent baseball, basketball, football. Veteran, college education, reliable, hard worker. Box 66D, B•T.

Light on experience. Full of ambition. Recent graduate of broadcasting school. Reliable. Single. Healthy. Have car. Free to travel. Resume and tape available immediately. Walter E. Avery Jr., 117-69 142 Place, South Ozone Park, N. Y. Telephone JA 9-2164.

Situations Wanted—(cont'd)

Female personality, warm friendly voice, slight British accent, write continuity and commercials, control board, office experience. Specialize in female personality DJ show. Ronnie Jennings (Foster), 168-20 Northern Blvd., Flushing, N. Y.

Announcer, newscaster, disc jockey. College graduate, experience limited. Will travel—veteran—26. Bill Mosca, 403 East 3rd Street, Brooklyn 18, N. Y. UL 3-0112.

Announcer, light experience. Recent radio broadcasting school graduate. Commercial voice, DJ, news sports. Board. Third class ticket. Tape available now. Joe Pasca, 2131 Chatterton Ave., Bronx 72, N. Y.

Announcer-salesman. Good on hillbilly and gospel shows. Desires college town. Write or wire, Bob Riddle, Box 174, Brunswick, Georgia. Call 2714.

Attention: Stations, eastern seaboard area. Staff announcer, experience midwest top station. Music, news, sports. Baritone voice. Married, 27. Tape, request. Bob Sanford, c/o Niemy, 37-56 87th Street, Jackson Heights, N. Y. HI 6-5935.

Summer replacement college student with 2 years experience on network and independent stations. Strong on news, commercials. 3rd ticket, willing to operate control board. Available about June 1. Contact Paul Schuett, Box 67, Earlham Br., Richmond, Indiana.

Staff announcer, newscaster specialty, control board. Travel, tape, light experience. Bill Shea, 27 Coddington Ave., S. I. #6, New York. Dongan Hills 6-1892 W. Call collect.

Staff announcer—strong news, live commercials, control board. Excellent potential, light experience. Single. Available promptly anywhere, permanent opportunity, resume, tape. Bob Stanley, 97-25 64th Ave., Forest Hills 74, N.Y.

Announcer—23—single—veteran—experience combo, news, DJ, staff. Available April 25th. Gene Taylor, Apt 778, 3929 Webster Court, Seattle, Washington.

Announcer, newscaster, DJ, sports, control board. Some experience. Seeking staff position. Married, veteran. Tape. David Winters, 1170 East 229th Drive South, Bronx 66, New York. Tulip 2-0716.

Technical

CIRE graduate, first phone, service experience, no experience at station. Married, veteran, have car. Ambitious, willing to learn. Prefer midwest. Box 933C, B•T.

Chief engineer, plenty experience construction, maintenance. Can announce. Best references. Box 5D, B•T.

Engineer, first phone, limited transmitter and console experience. Box 20D, B•T.

Engineer experienced 250 to 50 kw, with tv institute training. Box 23D, B•T.

Engineer, first phone, 5 years experience studio transmitter. Car. Prefer south. Box 29D, B•T.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Girl Friday. Copy. Traffic. Mike work. Midwest preferred. Box 962C, B•T.

Husband-wife team, singly. He: 3 years college radio, 2 years major network N.Y.C., including tv studio. Some am production N.Y.C. indie. Strong tape editing. Broad interest. She: 2 years, Girl Friday, small indie. Looking to relocate. Box 22D, B•T.

Top news—specialty man, metropolitan market, executive, 31, family, seeks association discriminating radio-tv station. Box 37D, B•T.

Sales promotion-copywriter; experienced, mature; single, travel. Imaginative, creative copy; forceful promotional ideas. Box 48D, B•T.

Guaranteed to fill your need. Program director, eight years experience, B.A. degree-radio-tv. First phone. Versatile announcer. Personality DJ. Box 55D, B•T.

Television

Situations Wanted

Managerial

Tv merger—am sale makes available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Tv manager or sales manager available 30-90 days. Veteran broadcaster in late thirties. Put vhf station on air last year. Prefer medium size city. Will stand careful investigation. Box 959C, B•T.

Knowledge administration, public service. Experienced tv operator. First class license. East. Box 58D, B•T.

Salesmen

Salesman-sportscaster . . . tv-radio. Best references. Presently employed, ready for larger market. College graduate, married, immediate reply. Box 948C, B•T.

Announcers

Network tv announcer, 37, looking for tv player-manager connection. 12 years experience doing sports, news, variety, weather, commercials. Presently employed. Box 10D, B•T.

Three years leading disc jockey-newsman in half-million market. Veteran, 25, single. Stage actor of two seasons, wants television news, disc jockey or staff. References tops. Will travel. Box 11D, B•T.

Thoroughly experienced tv announcer-MC-singer. Good commercial delivery, good news background. Creative ideas. Box 26D, B•T.

Experienced tv announcer-emcee desires opportunity with new tv operation. 3 years varied tv experience—10 years in radio with top record in sales. Prefer warm climate location. Recent photo and complete background on request. Am presently employed. Box 31D, B•T.

2 years radio, 7 months television. Announce, direct, produce. Family. Will travel. Box 32D, B•T.

Technical

Television chief engineer or well paid maintenance/operation technician. Experienced complete construction two television stations (RCA, GE/DuMont). Three years thorough operation/maintenance all units. Married, 31, car, don't drink, top references. Extensive technical, operation notes invaluable to new station. Former am chief. E. G. Cartwright, 3516 Michigan, Kansas City, Missouri. LI 0771.

Production-Programming, Others

Tv director—seven years varied experience in radio and television. Currently employed, seeking larger operation or new station where advancement is possible. Prefer midwest or east. Box 956C, B•T.

Farm director and producer: Experienced in all phases of tv. Staff announcing, grain and livestock markets, hillbilly and western shows. Married and two children. Graduate of University of Illinois in Agriculture. Am now on tv in midwest, desire to locate in Florida but will consider anywhere. Box 18D, B•T.

Tv operations-program manager, now employed. Top references. Thorough experience and know-how. Desire to relocate. Box 24D, B•T.

Tv producer-writer-director, creative commercial. Now employed. Six years experience. Wish to locate in new, major market. Box 25D, B•T.

Copy-chief. Tv or potential. Travel. Permanent only. Family. Car. Details. Box 331, Portales, New Mexico.

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For Sale

Stations

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

1-G.R. 475C frequency monitor. 1-G.R. 681B deviation meter used on 1450 kc. Good condition. Best offer. Box 953C, B•T.

Used Presto TL-10 turntable tape play-back unit. Makes good spare play-back machine in control room. $55.00., KFRD, Rosenburg, Texas.

Gates console model 31-B metal cabinet in excellent condition. Looks good. New output transformers with three cueing pots for turntables. Easily meets proof of performance. Spare tube set available. Write or wire for specifications and price, KVSP, Artesia, New Mexico.

1000 watt am Western Electric 443A1 transmitter bought new four years ago. Good condition. Available June account equipment standardization several stations. $3,000. WHIP, Mooresville, N. C.

3600 watt (erp) fm station, complete and ready to go for $3000., includes 1000 watt R.E.L. transmitter frequency monitor, modulation monitor, crystals and four bay antenna with 250 feet of coaxial cable. WIVY, Jacksonville, Florida.

196 feet Wincharger type 101 guyed tower complete with base insulator and CAA specification A-3 lighting. 1, Andrew type MK-20A-UP, dry air pump. 1, Andrew type 49, antenna tuning unit. Make offer to: C. J. Burdette, WSPA-TV, Spartanburg, S. C.

Two RCA 73B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. $500 each. Crating and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.

New, used tape recorders. Trade-in excepted. Commercial Electronic Service, 2609 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequenices, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

3 year old galvanized Lehigh 475' self supporting 40# tower now disassembled, ready for immediate shipment, will support six-bay superturnstile tv antenna, will sell as is or erected, also have 550' of 6⅛" coaxial feedline and one RCA heavy duty type BF-14D pylon. Tower Contracting Company, Box 2873, Greenville, Mississippi.

Wanted to Buy

Stations

250-1000 w in Wisconsin, Minnesota or western states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 942C, B•T.

Equipment, etc.

Used equipment for 1000 watt am station including 250-300' tower. Will consider offer on all or any part of equipment. Box 13D, B•T.

5kw am high level modulated transmitter—RCA—Collins—Gates preferred. Must be in operating condition. 1940 model or later. FCC approved. Box 16D, B•T.

Used tv camera chain (1 or 2). Will pay cash. Tv school. Box 19D, B•T.

Interested in buying all necessary equipment for 250 watt am station. What do you have and how much do you want for it? Write Box 60D,

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Do not send tapes or discs.

GIRLS!

America's First All Girl 24 hour AM Glamour station now being planned. If you have experience in Management, Engineering or Sales, apply by letter. Market in first 50 of the country. Ideal climate and living conditions. Box 61D, B•T.

Phasor Design Engineer

Man to design from consultants specifications broadcast directional phasing equipment including layout and supervision of contruction. Permanent and will work directly under highly experienced engineering supervisor. Old established Midwest manufacturer of broadcast equipment.

Box 68, B•T.

Technical

Production-Programming, Others

COMMERCIAL COPYWRITER

Immediate opening on University television station. Excellent salary. If you're interested in complete details, send same immediately to Program Director, KOMU-TV, Columbia, Missouri.

Television

Situations Wanted

Managerial

Good Management Pays Dividends!

I am an experienced television station manager and a veteran radio station manager, a family-man, 42 years old, with an outstanding record of sound business administration and profitable commercial operations. Available May 1st. Personal interviews welcome. Write Box 972C, B•T.

EXPERIENCED TV EXECUTIVE

with thorough knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director includes large and small markets. Looking for permanent position in programming or advertising with medium market station. Currently employed as TV Program Director with good salary but available with reasonable notice. Young man with college education and excellent references. Full details upon request. Box 36D, B•T.

Technical

AVAILABLE FOR TELEVISION CHIEF ENGINEER OR ASSISTANT CHIEF

Thorough background and experience in engineering, studio and transmitter operation, personnel handling and economics of engineering department. Best personal and professional references. Available one month or six months from now for new or established TV operation. Box 15D, B•T.

For Sale

Equipment Etc.

TOWERS
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Miscellaneous

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Box 2432, Tel: 4-2115, Gastonia, N. C.

FOR THE RECORD

(Continued from page 112)

KUAM Agana, Guam, Radio Guam—Granted license for am broadcast station; 610 kc, 1 kw, U (BL-5237).

WBBS Crawfordsville, Ind., First Baptist Church—Granted license for fm broadcast station; ch. 292 (106.3 mc), 1 kw, U (BLH-946).

Granted CP

KRIS Corpus Christi, Tex., Gulf Coast Bcstg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1360 kc, 250 w (BP-9227).

WBML Macon, Ga., Middle Georgia Bcstg. Co.—Granted CP to change transmitter location (same city) (BP-9221).

Modification of CP

WEMR Emporium, Pa., Elk-Cameron Bcstg. Co.—Granted Mod. of CP to make changes in the antenna system (increase height) (BMP-6464).

The following were granted Mod. of CP's for extension of completion dates as shown:

WTVI (TV) Belleville, Ill. to 11-1-54; WLBT (TV) Jackson, Miss., to 10-26-54; KPTV (TV) Portland, Ore., to 10-5-54; WSYR-TV Syracuse, N. Y., to 8-28-54; WHIZ (TV) Zanesville, Ohio, to 12-5-54; KAUS Austin, Minn., to 7-5-54, condition.

Actions of April 8

Remote Control

WBLJ Dalton, Ga., Dalton Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

WHGR Houghton Lake, Mich., Sparks Bcstg. Co.—Granted Mod. of CP to change transmitter and studio location (BMP-6454).

The following were granted CP's for extension of completion dates as shown: WKNA-TV Charleston, W. Va., to 11-4-54; WNEM-TV Bay City, Mich., to 11-2-54; WCOS-TV Columbia, S. C., to 10-30-54; WNBF-TV Binghamton, N. Y., to 11-6-54.

Actions of April 7

Granted CP

WEQR (FM) Goldsboro, N. C., Eastern Carolina Bcstg. Co.—Granted CP to change frequency to ch. 245 (96.9 Mc) (BPH-1933).

Actions of April 6

Granted License

WDSR Lake City, Fla., Deep South Radioways—Granted license to install new transmitter (BL-5245).

WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp.—Granted license covering installation of auxiliary frequency control equipment (BL-5241).

Granted License

WEDK (FM) Springfield, Mass., School Committee of Springfield, Mass.—Granted license for noncommercial educational fm broadcast station; ch. 219 (91.7 mc), U (BLED-145).

WICC Bridgeport, Conn., The Bridgeport Bcstg. Co.—Granted license to use formerly licensed main transmitter as auxiliary transmitter, at present location of main transmitter, to be operated on 600 kc, 500 w, N and 1 kw, D (BL-5209).

WSYB Rutland, Vt., Philip Weiss Music Co.—Granted license covering installation of new transmitter as auxiliary transmitter (BL-5223).

Modification of License

KTOK Oklahoma City, Okla., Oklahoma City Bcstg. Co.—Granted Mod. of license to change name to KTOK Inc. (BML-1581).

Granted CP

WAOK Atlanta, Ga., WAOK Bcstg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of main transmitter, on 1380 kc, 250 w (BP-9198).

Modification of CP

WMEN Tallahassee, Fla., WASP, Inc.—Granted Mod. of CP to change name to WMEN Inc. (BMP-6483).

The following were granted Mod. of CP's for extension of completion dates as shown: WABD (TV) New York, N. Y., to 10-6-54; KSTM-TV St. Louis, Mo., to 11-1-54.

Actions of April 5

WEBR Inc., Buffalo, N. Y.—Granted authority to transmit programs to station CFRA Ottawa, Canada, from Offerman Stadium, Ferry & Michigan Sts., Buffalo, N. Y. (BFP-245).

Granted CP

WHOW Clinton, Ill., Cornbelt Bcstg. Co. — Granted CP to install new transmitter and increase height of the antenna (BP-9190).

WSMB New Orleans, La., WSMB Inc.—Granted CP to install new transmitter (BP-9220).

Modification of CP

The following were granted Mod. of CPs for extension of completion dates as shown:

WHO-TV Des Moines, Iowa, to 11-3-54; KPAR-TV Sweetwater, Tex., to 10-26-54; WXEL Cleveland, Ohio, to 10-30-54.

ACTIONS ON MOTIONS

By Hearing Examiner William G. Butts

Ordered that the hearing re application of James Gerity Jr., Pontiac, Mich. (Docket 10346) which was continued indefinitely by the Commission's order of Nov. 3, is scheduled to commence at 10:00 a.m., April 26.

Carthage Bcstg. Co. Fort Scott, Kan.—Granted petition for continuance of hearing from April 15 to April 22 and the prehearing conference from April 13 to April 20, 1954, respectively, in re its application (Docket 10945; BP-8948).

By Hearing Examiner Herbert Sharfman

Cherry & Webb Bcstg. Co. Channel 16 of R. I., Inc., Providence, R. I.—Granted motions for corrections to the transcript of hearing in Docket 8737, BPCT-223, in various respects.

By Hearing Examiner Harold L. Schilz

Ordered prehearing conference in the proceeding re application of WPAC Patchogue, N. Y. (Docket 10715; BP-8525) on April 19. Attendance by counsel for Patchogue shall not be deemed to constitute a waiver of the position asserted by that party in a certain "Protest and Petition for Hearing" filed April 5.

Ordered prehearing conference in the proceeding re applications of Independent Bcstg. Co., Family Bcstg. Corp., and Twin Cities Bcstg. Corp., Minneapolis, Minn. (Dockets 10977 to 10979), for ch. 9, on April 22.

By Hearing Examiner John B. Poindexter

KWTX Bcstg. Co. WACO Television Corp. Waco, Texas—Denied motion to strike by WACO requesting that "Comments" filed by KWTX in reply to the proposed findings of fact, conclusions and brief filed on behalf of WACO be stricken and physically removed from the record; "Comments" by KWTX and reply thereto by WACO accepted (ch. 10), (Docket 10694-95).

By Hearing Examiner Basil P. Cooper

Issued Second Order Controlling Conduct of hearing in proceeding re applications of South Bend Bcstg. Corp., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind., for ch. 46; stipulated April 19 for any additional exhibits to be exchanged by the parties and any additional points of reliance occasioned by or arising out of the exhibits may, thereafter, be alleged and if alleged will be considered at a further conference if requested by the parties. On or before April 26, each party will notify the Examiner and other parties to the proceeding of (1) the number and identity of witnesses to be called for the purpose of identifying, introducing, and explaining the exhibits and giving other testimony in support of its affirmative case, (2) the identify of opposing witnesses desired for cross-examination, and (3) a suggested date for the taking of oral testimony—after which an appropriate order will be issued. (Dockets 10534-35; BPCT-1012, 1431) (Action April 9).

WVOK Voice of Dixie Inc., Birmingham, Ala.—Granted petition for continuance of hearing re its application (Docket 10631; BP-8548); hearing continued until the Commission has taken final action in Docket 10453 or the proceedings in that docket have progressed to the extent of enabling the parties to ascertain what agreement, if any, has been or will be reached with Canada re assignments Class II standard broadcast stations in the U. S. which operate on 690 kc. (Action April 8)

International Bcstg. Corp. KTBS Inc., Shreveport, La.—Granted request of International that both parties to this proceeding be authorized to file reply findings on or before April 29 (Docket 10476, 10477), for ch. 3 (Action April 8).

By Hearing Examiner Charles J. Frederick

Ordered prehearing conference re applications of Westinghouse Broadcasting Co. WWSV and Pittsburgh Radio Supply House, Pittsburgh, Pa. (Dockets 8694, 8730, 8840), for ch. 11, on April 16.

By Hearing Examiner Isadore A. Honig

Ordered prehearing conference re applications of KFJI Broadcasters, and Klamath Falls Television Inc., applicants for ch. 2 at Klamath Falls, Ore., at 2:00 p.m., April 14 (Dockets 10980-81; BPCT-1299, 1620).

By Hearing Examiner Millard F. French

Indianapolis Bcstg. Inc. Indianapolis, Ind.—Granted petition for leave to amend its application for ch. 13 at Indianapolis, to reflect changes in costs of construction, costs of operation and revenues (Docket 8906, BPCT-281).

By Hearing Examiner Elizabeth C. Smith

James A. Noe and Co. New Orleans, La.—Granted motion for continuance of hearing from April 15 to April 20, for the exchange of direct cases in writing between the applicants and the filing thereof with the Commission in proceeding re. ch. 4 at New Orleans (Docket 8936 et all).

By Hearing Examiner Thomas H. Donahue

Ordered hearing conference re applications of St. Louis Telecast Inc., et al, for ch. 11 at St. Louis, Mo., on April 29, 1954 (Dockets 8809 et al).

By Hearing Examiner Claire W. Hardy

KWK, KXOK, Missouri Valley Television Co., St. Louis, Mo.—Granted petition of KWK for leave to amend its tv application to incorporate therein a certain option agreement entered into between the three applicants for ch. 4 at St. Louis, Mo., to make certain engineering changes and to furnish information incident to such changes (Docket 8810; BPCT-324) (Action April 9).

Southside Virginia Telecasting Corp. Petersburg, Va.—Granted request for continuance of date for the filing of Proposed Findings of Fact and Conclusions of Law in proceeding re its application and that of Petersburg Television Corp. for ch. 8 at Petersburg; continued from April 15 to May 1, 1954. (Action April 8).

By Hearing Examiner H. Gifford Irion

Community Television Co., Great Lakes Television Inc., Greater Erie Bcstg. Co., WKBW-TV Inc., Buffalo, N. Y.—Issued Statement and Order re applications for ch. 7 at Buffalo, granting joint motion for more time to prepare certain material and ordered that the date for the commencement of the hearing is continued from April 23 to May 27 with the attendant continuance of the date for exchanging basic data relating to the affirmative cases of each party from April 8 to May 17 (Dockets 10967 et al).

By Hearing Examiner Herbert Sharfman

Chief Broadcast Bureau—Granted petition to extend indefinitely the time for filing of proposed findings and conclusions re application of Latrobe Broadcasters, Latrobe, Pa. (Docket 10428, BP-8073) (Action April 9).

Upon agreement of the parties continued further hearing conference from April 12 to April 26, 1954, in proceeding re applications of Wisconsin Broadcasting System Inc. (Docket 8954, BPCT-377) et al, for ch. 12 at Milwaukee, Wis. (Action April 12).

At request of counsel for applicants and without objection by the Chief of the Commission's Broadcast Bureau, continued hearing conference from April 30 to May 7, in the matters of Zenith Radio Corporation for CP for new tv broadcast station (Docket 8917, BPCT-322) and Columbia Broadcasting System Inc. (WBBM-TV), Order to Show Cause why the license of Station WBBM-TV should not be modified to specify ch. 2, Chicago, Ill., in lieu of ch. 4, (Docket 10906) and for renewal of license (Docket 10990, BRCT-5). This postponement is without prejudice to any action which may be taken on the petition for continuance filed by Zenith Radio Corp., Chicago, Ill., on April 8 (Action April 12).

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By Hearing Examiner Annie Neal Huntting

Issued statement reciting action taken at hearing conference in re applications of Central Plains Enterprises Inc. and The Oil Capital Television Corp., for ch. 2 in Tulsa, Oklahoma (Dockets 10839-41; BPCT-1581, 1630) which shall control the subsequent course of the hearing. The taking of testimony is scheduled to commence on May 10 and exhibits are scheduled to be exchanged on May 5.

April 13 Applications

ACCEPTED FOR FILING

Modification of CP

WKBV Richmond, Ind., Central Bcstg. Corp.—Modification of construction permit (BP-8618) as modified, which authorized change in transmitter and studio location and installation of new antenna system for extension of completion date (BMP-6497).

WSAY Rochester, N. Y., The Federal Bcstg. System Inc.—Modification of construction permit (BP-5900) as modified, which authorized increase power, installation of new transmitter and change from DA day and night to DA-N use only for extension of completion date (BMP-6498).

Remote Control

KWYO Sheridan, Wyo., Big Horn Bcstg. Co. (BRC-356).

April 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Eastern Wisconsin Bcstg. Co., Plymouth, Wis.—Dismissed as moot petition for removal from hearing and grant application for am construction permit (Docket 10913; BP-8969, since this application was removed from hearing docket and returned to processing line on March 16. (Action taken 4/13).

WKRG-TV Inc., Mobile, Ala.—Granted petition for an extension of time to and including April 15 within which to file exceptions to initial decision re tv ch. 5 (Docket 10457 et al). (Action taken 4/13.)

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted petitions for acceptance of its late filing of appearance in re CP (Docket 10944; BP-8958). (Action taken 4/6.)

By Hearing Examiner Harold L. Schilz

By memorandum opinion and order granted additional time to Radio Associates Inc., and WLOX, applicants for ch. 13 in Biloxi, Miss. (Dockets 10844-45); each applicant shall exchange with the other party all additional information needed to supplement and expand certain Points of Reliance of each party, such exchange to be accomplished on or before April 16; each applicant party shall on or before April 23 submit revised Points of Reliance; further ordered that Point of Reliance No. 5 of Radio Associates Inc. and Point of Reliance No. 4 of WLOX, as set forth in Appendices "B" and "C" of the order of March 12 be stricken, with leave to the said parties to file an appropriate petition or motion directed to enlargement of the issues, and continued hearing in this matter to April 26.

Independent Bcstg. Co., Family Bcstg. Corp., Twin Cities Bcstg. Corp., Minneapolis, Minn.—Withdrew order of April 12, 1954, scheduling a pre-hearing conference for April 22 in re applications for tv ch. 9 (Docket 10977 et al).

By Hearing Examiner Annie Neal Huntting

Central Plains Enterprises Inc., The Oil Capital Tv Corp., Tulsa, Okla.—By memorandum opinion and order denied petition of Oil Capital for leave to amend its tv application for ch. 9 (Dockets 10839, 41).

By Hearing Examiner Claire W. Hardy

Scott County Bcstg. Co., Forrest, Miss., WCBI Columbus Bcstg. Co., Columbus, Miss.—Granted petition of Scott County for leave to amend its application (Docket 10881; BP-8857), to specify 860 kc, 500 w, in lieu of 550 kc, 1 kw, and removed application as amended from hearing status.

By Hearing Examiner Isadore A. Honig

KFJI Bcstrs., Klamath Falls Tv Inc., Klamath Falls, Ore.—On request of counsel for applicants, continued pre-hearing conference scheduled for April 14 to April 20, in re applications for ch. 2 (Docket 10980-81).

By Hearing Examiner Harold L. Schilz

Independent Bcstg. Co., Minneapolis, Minn.—Granted petition for leave to amend its tv application to correct the geographical coordinates (Docket 10977; BPCT-366).

By Hearing Examiner Herbert Sharfman

By memorandum opinion and order denied petitions to enlarge the issues filed by WKAT Inc., Public Service Tele. Inc., and L. B. Wilson Inc., applicants for ch. 10 in Miami, Fla. (Docket 9321 et al); granted motion to strike filed by L. B. Wilson, Inc., and the references by Public Service to color studio technical equipment are stricken.

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley and Doerfer, took the following actions on April 14:

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KRUL Corvallis, Ore.; KPAS Banning, Calif.; WERI Westerly, R. I.; WLYN Lynn, Mass.; WTAO Cambridge, Mass.; WPCT Putnam, Conn.; WHWB Rutland, Vt.; WRNY-FM Rochester, N. Y; KGAF Gainesville, Tex.; KLMO Longmont, Colo.; KOFO Ottawa, Kan.; KOMA Oklahoma City, Okla.; KOMO Seattle, Wash.; KPMC Bakersfield, Calif.; KRLD Dallas, Tex.; KRMO Monett, Mo.; KSCO Santa Cruz, Calif.; KSDO San Diego, Calif.; KSOO Sioux Falls, S. D.; KSIB Creston, Iowa; KSTA Coleman, Tex., KTAT Frederick, Okla.; KTOK Oklahoma City, Okla.; KVIC Little Rock, Ark.; KVOO Tulsa, Okla.; KWCO Chickasha, Okla.; KWJJ Portland, Ore.; KWKH Shreveport, La.; KWSO Wasco, Calif., WABJ Adrian, Mich.; WALT Tampa, Fla.

April 14 Applications

ACCEPTED FOR FILING

License to Cover CP

KBTN Neosho, Mo., John V. Turner and Lawrence P. Neumeier d/b as Ozarks Playground Bcstrs.—License to cover construction permit (BP-8880) as mod., which authorized new standard broadcast station (BL-5255).

WERS Boston, Mass., Emerson College—License to cover construction permit (BPED-236) which authorized changes in licensed station (BLED-148).

Modification of CP

WWIT Canton, N. C., Western N. C. Bcstrs. Inc.—Modification of construction permit (BP-9008) which authorized new standard broadcast station for approval of antenna, transmitter and studio locations and change type of transmitter (BMP-6495),

KFST Ft. Stockton, Tex., V. T. Anderson, E. W. Anderson, Clyde E. Thomas and George T. Thomas d/b as Ft. Stockton Bcstg. Co.—Modification of construction permit (BP-8290) as modified and reinstated, which authorized new standard broadcast station for extension of completion date (BMP-6496).

WSM-TV Nashville, Tenn., WSM Inc.—Mod. of CP (BPCT-1751) which authorized changes in existing tv station for extension of completion date to 8-4-54 (BMPCT-2051).

Remote Control

WHBF Rock Island, Ill., Rock Island Bcstg. Co. (BRC-359); KWOA Worthington, Minn., Worthington Bcstg. Co. (BRC-358); KCSR Chadron, Neb., Community Service Radio Corp. (BRC-361); KLPR Oklahoma City, Okla., Oklahoma City Bcstg. Co. (BRC-357); WTJS Jackson, Tenn., The Sun Pub. Co. (BRC-360). WTJS-FM Jackson, Tenn., The Sun Publishing Co. (BRCH-82).

Renewal of License

WNNJ Newton, N. J., Sussex County Bcstrs. (BR-2886); WSAY Rochester, N. Y., The Federal Bcstg. System Inc. (BR-892); WNBZ Saranac Lake, N. Y., Upstate Bcstg. Corp. (BR-713).

Application Returned

WSTN St. Augustine, Fla., Ben Akerman and Thomas S. Carr d/b as Saint Augustine—Voluntary assignment of license to St. Augustine Bcstg. Corp. (Name of Assignee incorrect.)

Application Dismissed

Fred B. Henry, Joe H. Hall and Ray V. Truman, a partnership d/b as Radio LaFayette, LaFayette, Ga.—Construction permit for new standard broadcast station to be operated on 1540 kc with 1 kw, daytime (per request of attorney) (BP-8953).

Modification of CP

KTTV (TV) Los Angeles, Calif., KTTV Inc.—Mod. of CP (BPCT-1756) which authorized changes in existing tv station for extension of completion date to 11-3-54 (BMPCT-2052).

KHOF (TV) Stockton, Calif., Radio Diablo Inc.—Mod. of CP (BPCT-368) which authorized new tv station to change corporate name to Television Diablo Inc. (BMPCT-2055).

WSIL-TV Harrisburg, Ill., Turner-Farrar Association, a partnership of Oscar L. Turner, et al—Mod. of CP (BPCT-1323) as mod. which authorized new tv station for extension of completion date to 11-11-54 (BMPCT-2053).

Radio Station and Newspaper

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During its 32nd birthday celebration in March, WSB Radio – *"The Voice of the South"* extended daily salutes to listeners in all the 48 states.
Governors of 28 of the states graciously acknowledged this neighborly gesture. Many sent transcriptions, and these were broadcast for all of WSB's near and far-flung friends to hear.

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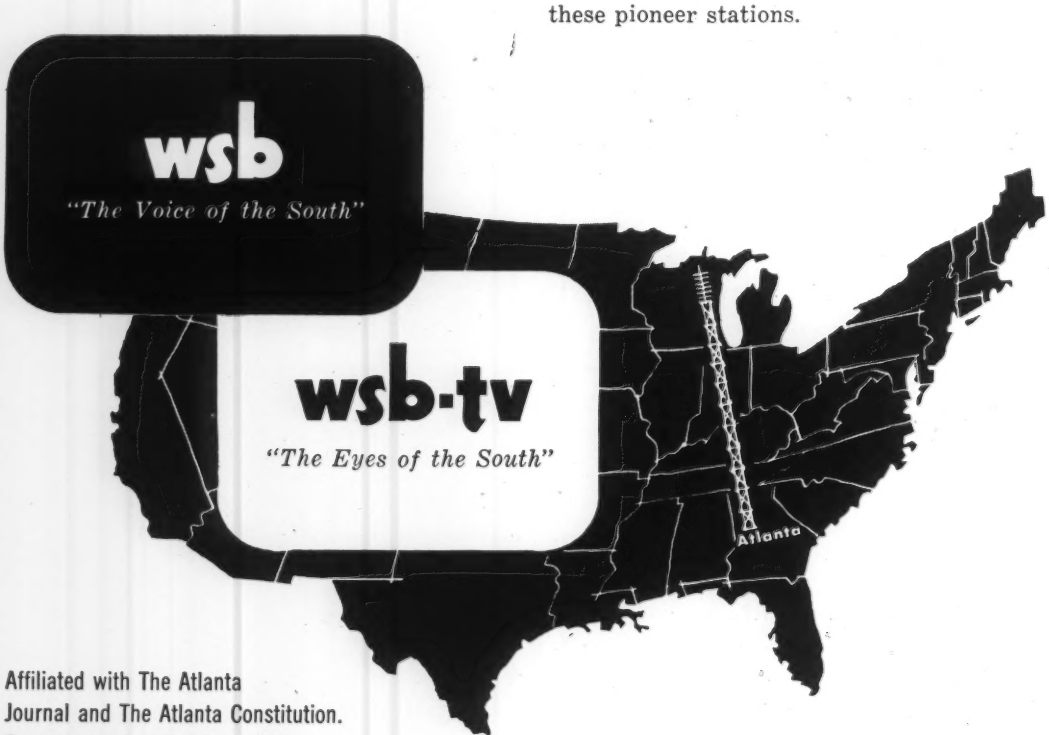

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TELESTATUS

April 19, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
►WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52-Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 25,700
WSFA-TV (12) Headley-Reed; 3/25/54-10/1/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 90,607

Phoenix—
►KOOL-TV (10) ABC; Blair; 90,607
►KPHO-TV (5) ABC, CBS, DuM; Katz; 90,607

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 21,800
►KVOA-TV (4) ABC, NBC; Raymer; 22,626

Yuma†—
►KIVA (11) DuM; Hollingbery; 18,243

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/15/54 (granted STA Jan. 11)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 58,772

Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 55,000
►KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
►KHSL-TV (12) CBS, NBC; Grant; 34,275

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 106,558
►KMJ-TV (24) CBS, NBC; Raymer; 85,841

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Newest Starters

Listed below are the newest stations that have started commercial operation:

WMFD-TV Wilmington, N. C. (ch. 6), April 9.

KRGV-TV Weslaco, Tex. (ch. 5), April 11.

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,793,763
►KCOP (13) Katz; 1,793,763
►KHJ-TV (9) DuM; H-R; 1,793,763
►KNBH (4) NBC; NBC Spot Sls.; 1,793,763
►KNXT (2) CBS; CBS Spot Sls.; 1,793,763
►KTLA (5) Raymer; 1,793,763
►KTTV (11) Blair; 1,793,763
►KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
►KCCC-TV (40) ABC, CBS, NBC, DuM; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
►KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 851,250
►KPIX (5) CBS, DuM; Katz; 851,250
►KRON-TV (4) NBC; Free & Peters; 851,250
►KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
►KTVU (36) Hollingbery
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs†—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 42,175
►KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
►KBTV (9) ABC; Free & Peters; 209,306
►KFEL-TV (2) DuM; Blair; 209,306
►KLZ-TV (7) CBS; Katz; 209,306
►KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 39,720
►KDZA-TV (3) McGillvra; 40,000

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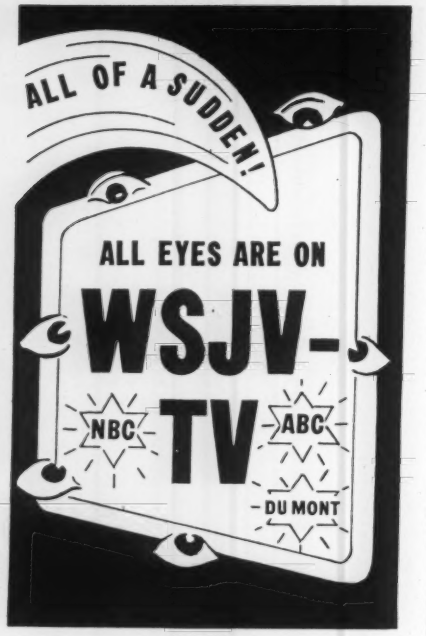

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JOHN J. KEENAN, *Commercial Manager*

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
►WKNB-TV (30) CBS, DuM; Bolling; 153,406

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 117,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 201,639
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS; CBS Spot Sls.; 233,647
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-5/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-7/1/54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 73,100
► WRDW-TV (12) CBS; Headley-Reed; 65,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 51,684
► WRBL-TV (4) CBS; Hollingbery; 59,653

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 31,300
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 137,630
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 183,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 524,003

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 55,000

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 75,344
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 473,000
WISH-TV (8) Bolling; 1/28/54-7/1/54 (granted STA April 5)
WJRE (26), 3/26/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LaFayette†—
►WFAM -TV (59) Rambeau; 46,700
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,250
Princeton†—
►WRAY-TV (52) Walker; 35,000
South Bend—
►WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 102,823
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
►KCRI-TV (9) Venard; 116,444
►WMT-TV (2) CBS; Katz; 217,594
Davenport (Moline, Rock Island)—
►WOC-TV (5) NBC; Free & Peters; 264,811
Des Moines—
►KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)
Fort Dodge†—
►KQTV (21) Pearson; 42,100
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-May '54
Sioux City—
KCTV (36), 10/30/52-Unknown
►KVTV (9) CBS, NBC, DuM; Katz; 100,010
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo†—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown
Hutchinson—
►KTVH (12) CBS, DuM; H-R; 99,043
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
►KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,289
Wichita—
KAKE-TV (10) 4/1/54-July '54
►KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
►WEHT (50) CBS; Meeker; 39,189
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
The Central Kentucky Bcstg. Co. (18) 4/13/54-Unknown
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
►WKLO-TV (21) ABC, DuM; Venard; 81,942
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 48,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) ABC, CBS, DuM; Young; 15,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 109,870
►KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 244,792
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 34,300

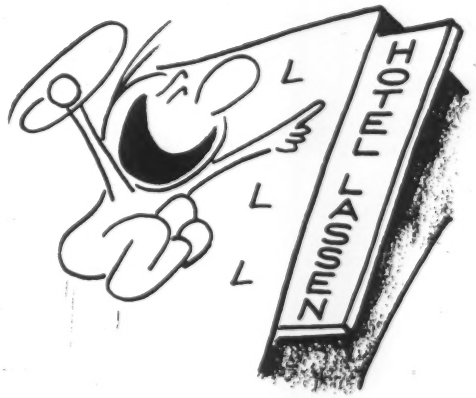
MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600
Murray Carpenter & Assoc. (2) Initial Decision 3/26/54
Lewiston—
►WLAM-TV (17) CBS, DuM; Everett-McKinney; 18,554
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
►WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
►WPMT (53) ABC, CBS, DuM; Everett-McKinney; 38,700

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
►WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 539,503
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/1/54 (granted STA Feb. 18)

KTVH OPENS STUDIO IN WICHITA



WINDY's jumping with joy—because NOW, your televised sales message may originate from downtown Wichita... right from KTVH's new studio in the centrally located Hotel Lassen. NOW, you can choose your point of origination as well as sales office. Sell your product to the vast Kansas TV audience by contacting a KTVH facility in Wichita or Hutchinson. HOWARD O. PETERSON, *Gen. Mgr.*

CHANNEL 12

KTVH
HUTCHINSON - WICHITA

VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,162,627
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,162,627
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; 104,285
Lawrence†—
WGIM (72), 6/10/53-Unknown
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 132,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000

NON-COMPETITIVE TV MARKET
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KHOL TV
Kearney, Nebraska
CBS-TV DUMONT
Represented by
MEEKER TV, Inc.

East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 54,680
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,580
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700
Marquette†—
Peninsula Tv Inc. (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 447,200
► WTCN-TV (11) ABC; Blair; 427,000
Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 447,200
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) Raymer; See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 107,110
Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 380,450
► KMBC-TV (9) CBS; Free & Peters; 380,450
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 380,450
► WHB-TV (9) CBS; Blair; 380,450
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 96,706
St. Louis—
KACY (14) See Festus
*KETC (*9), 5/7/53-Fall '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 621,426
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK Inc. (4) Initial Decision 4/13/54
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-Unknown
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200
Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 3,500
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 20,500
Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) ABC, DuM; Avery-Knodel; 72,390
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 240,000
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC; Weed
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
► WFPG-TV (46) ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
►KGGM-TV (13) CBS; Weed; 41,500
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 20,439

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 394,533. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) 4/7/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Carthage†—
WCNY-TV (7) ABC, CBS; 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 30,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/15/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 190,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 303,400
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 339,855

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,500
WLOS-TV (13) 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 41,296
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 391,158

Durham†—
WTIK-TV (11) 1/21/54-Unknown

Fayetteville†—
Fayetteville Bcstrs. Inc. (18) 4/13/54-Unknown

Gastonia†—
Air-Pix Corp. (48) 4/7/54-Summer '54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 219,203

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
► WMFD-TV (6) NBC; Weed
WTHT (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 193,289
► WTOB-TV (26) ABC, DuM; H-R; 49,500

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 18,000

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,020,000
► WNBK(4) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) NBC; H-R; 56,117

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,351

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)

Enid†—
KGEO-TV (5) Pearson; 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 36,217

Steubenville—

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
Tulsa Bcstg. Co. (8) 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 260,279
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) Bolling
► KOTV (6) CBS; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/15/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 167,183
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 167,172
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 757,183

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Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 293,097
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Pearson; 146,575
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 109,691
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,604,499
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 921,570
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) CBS, NBC, DuM; Weed; 236,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 149,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
► WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,500
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 71,428
WUSN-TV (2) NBC; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,982
► WIS-TV (10); NBC; Free & Peters; 97,465
► WNOK-TV (67) CBS, DuM; Raymer; 46,000
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 56,119

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TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WDEF-TV (12) NBC; Branham; 1/28/54-4/25/54
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson 59,078
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 58,550
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 276,342
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 186,176
►WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 47,481
► KGNC-TV (4) NBC, DuM; Katz; 47,481
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 68,945
Beaumont†—
KBMT (31) 12/4/52—Unknown (granted STA April 5)
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 330,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 50,171
► KTSM-TV (9) NBC; Hollingbery; 39,400
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 371,400
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,800
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 19,306
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 51,928
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 51,928
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16) 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,500
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 188,181
► WOAI-TV (4) NBC; Petry; 188,181
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Temple—
► KCEN-TV (6) NBC; Hollingbery; 71,815
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
► KRGV-TV (5) NBC, DuM; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 59,800
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 157,080
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 157,080
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 90,016
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 80,182
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 102,281
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 213,889
► WTOV-TV (27) ABC, DuM; Forjoe; 92,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 441,079
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 60,806
Seattle—
► KING-TV (5) ABC; Blair; 345,300
► KOMO-TV (4) NBC; Hollingbery, 345,300
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 55,048
► KXLY-TV (4) CBS, DuM; Walker; 66,607
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 345,300
► KTNT-TV (11) CBS, DuM; Weed; 345,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 20,270

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,785
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown

Madison—
*WHA-TV (*21) 10/7/53-5/3/54*
►WKOW-TV (27) CBS; Headley-Reed; 41,500
►WMTV (33) ABC, DuM; Meeker; 44,800

Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54

Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 308,750
►WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 660,770

Neenah†—
►WNAM-TV (42) George Clark

Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS; Free & Peters

Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) Initial Decision 4/9/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown

Cheyenne†—
►KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed
►KTVA (11) NBC, DuM; Feltis

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 53,000
►KONA (11) NBC; NBC Spot Sls.; 50,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/16/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 8/12/53-4/18/54 (granted STA March 5)
►WKAQ-TV (2) Inter-American; 6,500

CANADA

London†—
►CFPL-TV (10) 35,000

Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005

Ottawa—
►CBOT (4) 10,100

St. John, N. B.—
►CHSJ-TV (4)

Sudbury†—
►CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728

Toronto—
►CBLT (9) 222,500

Vancouver—
►CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200

Tijuana† (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 377, total cities with stations on air: 249. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 29,267,523.

***Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) KACY (TV), WACH-TV and WIFE (TV) have suspended regular operation, but have not turned in CP's.

UPCOMING

APRIL

April 18-23: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.
April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 23-25: Fourth District, Advertising Federation of America, Soreno Hotel, St. Petersburg, Fla.
April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.
April 25: Los Angeles Advertising Women, awards dinner, Los Angeles.
April 26-28: Spring Conference, Radio-Electronics-Tv Mfrs. Assn., Roosevelt Hotel, New York.
April 28: Brand Names Day.
April 28-29: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.
April 29-30: National Industrial Advertisers Assn., Huntington Hotel, Pasadena, Calif.
April 29-30: Joint U. S.-Canadian Radio-Electronics-Tv Mfrs. Assn. conference and board meeting, Sheraton-Brock Hotel, Niagara Falls, Ont.
April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.
April 30-May 1: Radio-tv news clinic, U. of Illinois, Urbana.

MAY

May 3-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-6: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg., 10 a.m. Washington.
May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 7: Advertising Conference, U. of Michigan, Ann Arbor.
May 14: International Advertising Assn., Hotel Plaza, New York.
May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 23-27: NARTB Convention, Palmer House, Chicago.

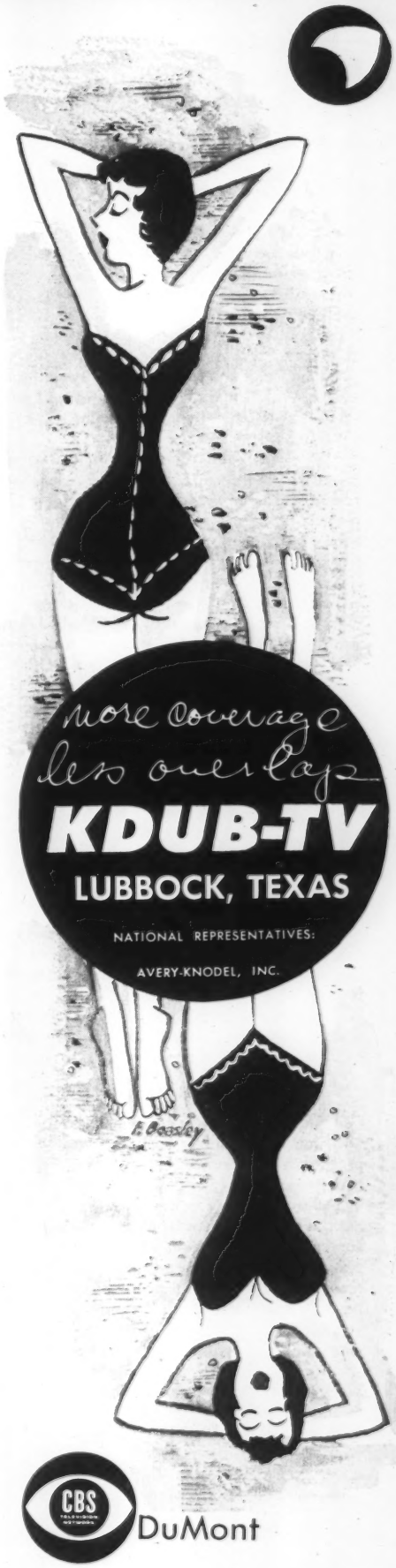
JUNE

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.
June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.
June 20-23: Advertising Federation of America, Hotel Statler, Boston.
June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.
June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.
June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana



Educational Tv: Two Years Later

A SIGNIFICANT anniversary passed last Wednesday virtually unnoticed. On April 14 two years had elapsed since the adoption by the FCC of its sixth and final report on television allocations, lifting the then three-and-one-half-year-old freeze and signaling the resumption of licensing.

That April 14 date also was a deadline, in theory. The allocations report set aside 242 channels on a "reserved" basis for noncommercial educational stations—an innovation resulting from the activities of the most effective lobby ever to operate in communications. The deadline wasn't hard and fast. Actually the FCC inferred the reservations would be reviewed after one year, not two. But the lobby got in its licks and there was a sort of phantom extension of a year, based on the contention that in some states the legislatures, which must provide the authority and the funds, met at two-year intervals.

Now two years have elapsed. What's the educational picture? Let the statistics speak:

The grand total of educational stations on the air is four (4). The total number of construction permits authorized for educational stations is 29, most of them on flimsy financial showings. The total number of applications filed is 52, out of the 242 reservations (this number has been increased since to 250).

What has happened to the 200 uncalled-for channels? They're vegetating, many of them in areas where there are qualified commercial applicants and where additional service is needed.

In our issue of April 14, 1952, in regard to the then 242 reservations, we commented that we doubted whether there would be a dozen educational stations on the air in the first year. It seems we overshot our mark by 300% after two years rather than one.

So the picture today is two vhf and two uhf educational stations on the air. The reservations gave 80 vhfs (13% of the total) and an overall 250 channels representing nearly 12% of the available assignments, to educators. The balance of these facilities lie fallow, when many of them could be used to serve vast audiences, both urban and rural.

But the educational lobby—largely with Ford Foundation funds—continues to function. We would judge that more money has been expended on the lobbying and paper-work than for the operation of the four noncommercial stations.

One day the FCC must take another look at the Communications Act in relation to these socialistic reservations, pitting government against industry.

Section 1 of Title 1 of the law creating the FCC states that agency is created ". . . to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communication service. . . ."

Based on this record, what do you think?

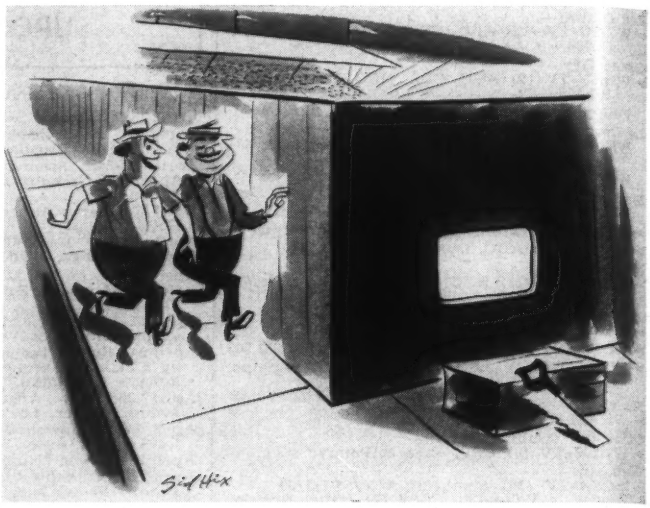
Behind the Curtain

THE spotlight which award bestowers generally train upon the star of the show was shared in the case of last week's Peabody presentations—indirectly, but most fittingly, we think—by the too often overlooked people who put the stars on the air.

Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the presentations, sounded the note for commercial radio and television in his introduction. Commercials, he noted, have been often maligned. Since the condemnation frequently comes from academicians, he thought it appropriate that he, as an academician, should defend commercials. It is the advertiser who keeps radio and television on a solid financial footing, who makes possible not only the commercial but the sustaining features. Although the Peabodies single out the programs and performers, Dean Drewry observed, they also pay indirect tribute to the sponsors.

Similarly, WAAM (TV) Baltimore's Gerald W. Johnson, an award winner, took the opportunity to honor the technicians who, he said, cover the flaws and highlight the advantages of the performer. Paraphrasing H. L. Mencken, he observed that if a commentator could ever do his work as well as the technicians do theirs, broadcasting would have the greatest commentators mortal man ever saw.

Taking nothing away from the Peabody recipients, we think it most appropriate that the sponsor and the technician thus were given at least a measure of their due.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"View baseball in natural color? You're kidding!"

Maryland, Whose Maryland?

THE American Civil Liberties Union was quite correct in branding, as it did last week, the criminal indictment of Fulton Lewis jr. as a "shocking abridgement of free speech." The question of whether or not Mr. Lewis libeled anyone in his series of broadcasts alleging corruption in Maryland is one which should be settled in civil court, if indeed it needs settling. To make a criminal case of it suggests political reprisal and, of wider consequence, an effort to stifle freedom of broadcasting.

No matter what his political views, Mr. Lewis is entitled to have them and beyond that to express them on the air. Free radio and free television, like a free press, require diversity of expression. If a grand jury in St. Mary's County of Maryland becomes an instrument for the suppression of Mr. Lewis, what is to prevent a grand jury somewhere else from acting similarly against any other commentator?

Sour Music Season

THE decision of Life Music Inc. to withdraw from BMI and attempt to arrange its own music licensing agreements with stations is not in itself a matter of transcendental interest.

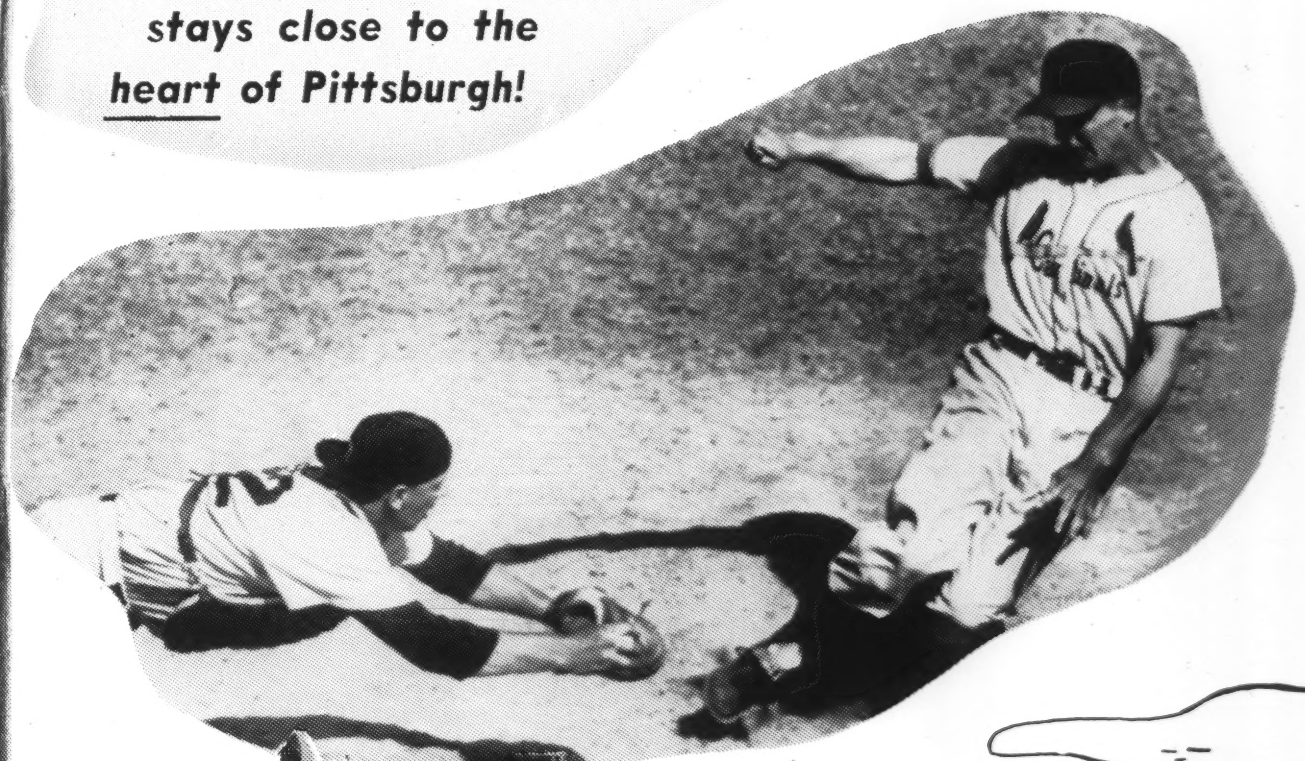
It may be presumed, however, that the results of this move by one music publishing house will be attentively watched by others. For that reason, broadcasters would be well advised to consider possibilities.

Whatever flaws may be inherent in such concentrations, the existence of two major licensing firms, ASCAP and BMI, has the merit of providing broadcasters and telecasters with central authorities with whom to deal on license payments. Indeed the disadvantages of concentration of power have been largely overcome since the formation of BMI and the introduction of real competition against ASCAP.

Consider the administrative chaos that would prevail if a broadcaster were obliged to enter into individual license agreements with every publisher whose music he wished to broadcast. Aside from the probability that such an arrangement would enormously increase the cost of music, it would introduce bookkeeping problems too ramified for any station to bear.

The wise broadcaster, who has been confronted with situations similar to the Life approach in past years, has taken steps to fortify himself with a catalog of Life numbers. He has also arranged to be notified of any new works which might be acquired by the company.

still another way
WWSW comes close and
stays close to the
heart of Pittsburgh!



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